

### MADA News

## Coming Soon: A Better Way for You to Access MADA

MADA is implementing a new CRM system to improve our members' online experience. The new system, also used by NADA, will launch in October.

Information will be shared on how to log into the system, which will manage your dealership's MADA membership and allow you to register and pay for training and events for you and those in your dealership. It also provides a platform to update organization and individual contact information to ensure phone numbers, addresses, emails, and websites are current. The invoices for membership dues, training, and events will look different after the new system is live.

Additionally, access to MADA publications and legislative news will be password protected, ensuring that these Association benefits are truly available to members only. Stay tuned for more information on accessing the system next month.

### inside

New Director Named at DVS

Aly Quinn Joins MADA

Dealer Liable for Failing to Disclose Previous Accident

### upcoming events

**oct 1** Wage Theft Seminar  
West St. Paul

**oct 15** Cut Runaway Digital Marketing Spending Webinar

**oct 16** Controller Conference  
West St. Paul

**oct 22** The Leadership Transition  
West St. Paul

**oct 23** Service Advisor Pro  
West St. Paul

visit

[www.mada.org](http://www.mada.org)

for details, registration and a complete list of Upcoming Events and Training



## MADA News



### MADA Welcomes New Staff

MADA is pleased to welcome Aly Quinn to our team as our Title Manager. She brings a wealth of knowledge to assist dealers with titling concerns and augment MADA's title training curriculum as well.

Having spent the last nine years with CVR covering Minnesota and Wisconsin, Aly is a familiar face to some MADA members. She grew up on St. Paul's eastside and now lives in North Branch. She has two grown daughters and two young grandkids with whom she enjoys spending her time.

## Member News

**Madelia Ford** is celebrating 75 years in business. Originally named **Jose Motors**, **Percy Jose** opened the dealership in 1945. Congratulations to the **James Jose** and the Jose family!

**Walser Automotive Group** was named the *Twin Cities Business* 2019 Best of Business Reader's Choice Auto Dealership.



*The Minnesota Automobile Dealers Association is a non-profit trade association dedicated to the progress of the retail auto industry in Minnesota.*

#### Chair

Peter Kolar, *Kolar Toyota, Duluth*

#### Vice Chair

Steve Whitaker, *Whitaker Buick GMC, Forest Lake*

#### Treasurer

Gary Thibert, *Thibert Chevrolet & Buick, Red Lake Falls*

#### Secretary

Tom Leoard, *Fury Auto Group, South St. Paul*

#### President

Scott Lambert, *MADA*

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Metro: 651-291-2400 • Toll Free: 800-652-9029  
FAX: 651-291-2894 • Web site: <http://www.mada.org>

## Regulatory News

### New Director Named at DVS

As the state prepares to abandon MNLARS, it is also moving away from the agency leadership involved with the development and launch of the failed title and registration system.

In late August, DPS Commissioner James Harrington announced the appointment of Emma Corrie as the Director of DVS, beginning September 4. She replaces Dawn Olson, who will be assigned to special projects within the agency.

Corrie is new to DVS, but not to state government. She has 21 years of public service experience, including six years at MnDOT where she served as the Operations Division Business Manager. In that role, she was responsible for providing overall management and integration of fiscal, administrative, human resources, and information resources for the Operations Division, MnDOT's largest division with eight districts and two offices, \$365 million annual operating budget and 3,500 employees.

Corrie also served as the Director of Strategic Workforce Initiatives in the Office of Governor Mark Dayton where she developed the MNPathways program that provided career pathway job opportunities into five job classes across 22 state agencies.

With many large projects on the table at DVS, Commissioner Harrington is looking forward to Corrie's leadership to "deliver services that meet and even exceed expectations."

## MADA News

### Community Heroes Wanted

MADA would like to recognize the generous spirit of our members by conferring the third annual "MADA Community Heroes Award" at the Main Event, our annual luncheon celebration of Minnesota's retail motor vehicle industry on December 6, 2019.

Apply now to be considered. The Community Heroes Award will be given based on the overall impact of the dealership and its employees to the community over the past 12 months.

To make a nomination, download and complete the form: <http://www.mada.org/news/MainEvent/CHA> by **November 13, 2019**.

# Minnesota Auto Outlook

Released by:  
Minnesota Automobile  
Dealers Association

Covering the Minnesota automotive market

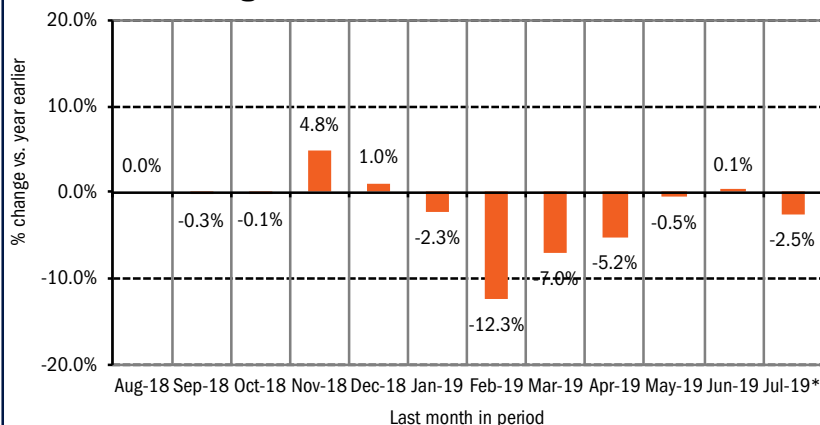
Data thru June/July 2019

## Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months*			YTD thru July*			YTD Market Share		
	6/18 & 7/18	6/19 & 7/19*	% change	YTD '18	YTD '19*	% change	2018	2019	change
Industry Total	36,771	35,581	-3.2%	121,184	116,957	-3.5%			
Cars	7,500	6,086	-18.9%	24,867	20,145	-19.0%	20.5	17.2	-3.3
Light Trucks	29,271	29,495	0.8%	96,317	96,812	0.5%	79.5	82.8	3.3

\*Figures for July, 2019 were estimated by Auto Outlook. Data Source: IHS.

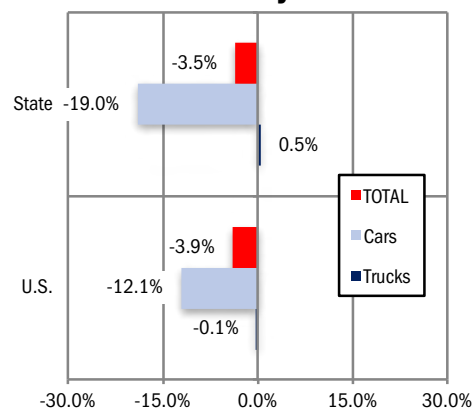
### Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



The graph above provides a clear picture of the trending direction of the state market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

\*Figures for July 2019 were estimated by Auto Outlook. Data Source: IHS.

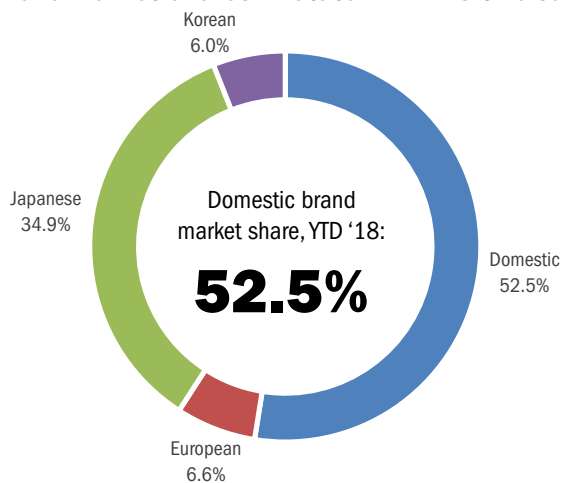
### Percent Change in State and U.S. New Retail Light Vehicle Markets YTD '19 thru July\* vs. YTD '18



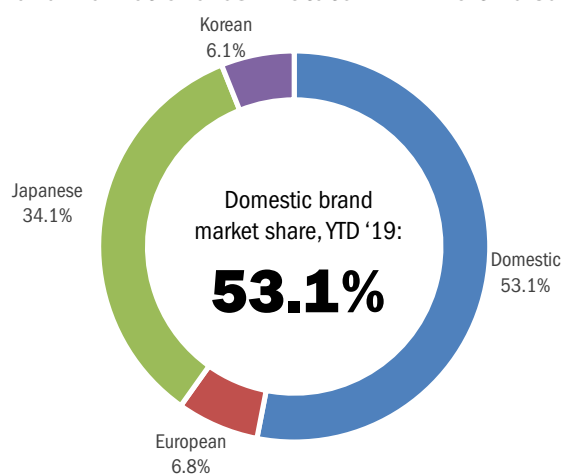
The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. \*Figures for July, 2019 were estimated by Auto Outlook.

Data Source: IHS.

### Japanese, Domestic, European, and Korean Brand Market Shares in State - YTD '18 thru June



### Japanese, Domestic, European, and Korean Brand Market Shares in State - YTD '19 thru June



Data Source: IHS.

### Data Information

All data represents new vehicle retail registrations in Minnesota and excludes fleet and wholesale transactions. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

Data Source: IHS.

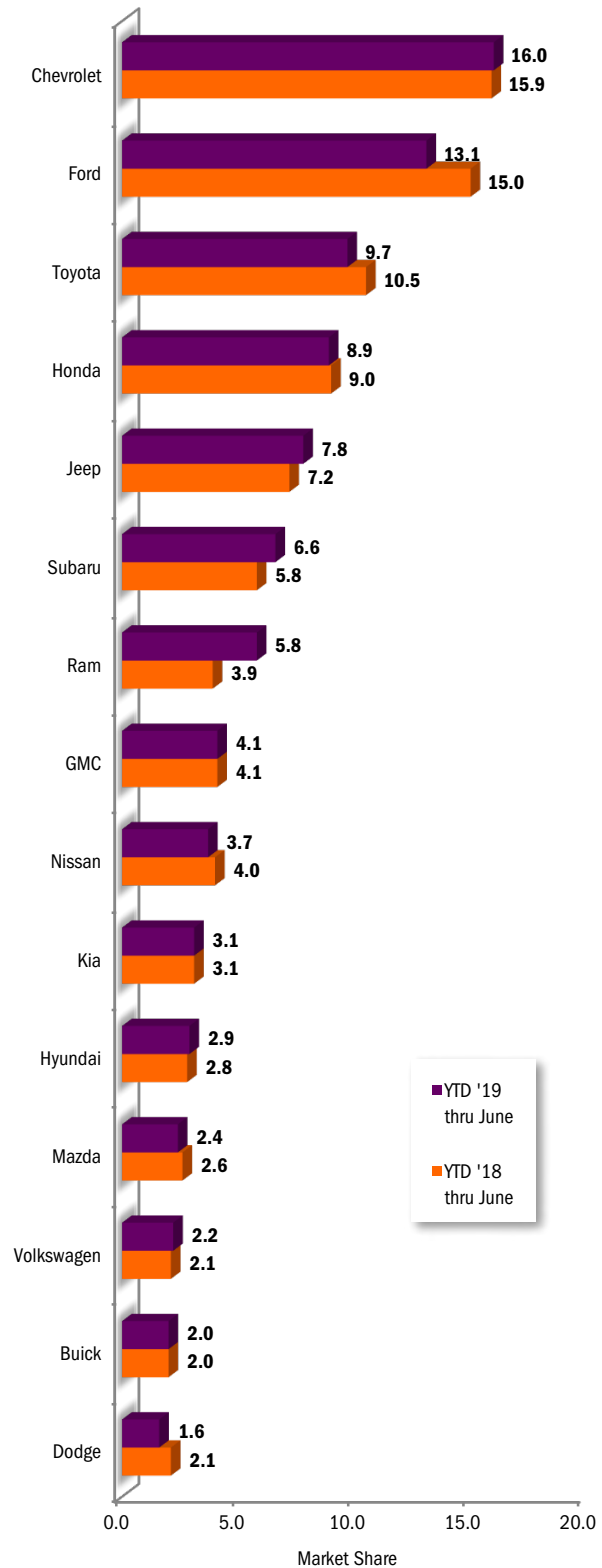
Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '18	YTD '19	% change	YTD '18	YTD '19
	thru June	thru June		thru June	thru June
Acura	618	592	-4%	0.6%	0.6%
Alfa Romeo	112	65	-42%	0.1%	0.1%
Audi	957	964	1%	0.9%	1.0%
BMW	1,088	1,346	24%	1.1%	1.4%
Buick	2,036	1,970	-3%	2.0%	2.0%
Cadillac	542	548	1%	0.5%	0.6%
Chevrolet	16,169	15,742	-3%	15.9%	16.0%
Chrysler	1,062	732	-31%	1.0%	0.7%
Dodge	2,086	1,618	-22%	2.1%	1.6%
FIAT	75	43	-43%	0.1%	0.0%
Ford	15,212	12,929	-15%	15.0%	13.1%
Genesis	51	50	-2%	0.1%	0.1%
GMC	4,169	4,057	-3%	4.1%	4.1%
Honda	9,180	8,792	-4%	9.0%	8.9%
Hyundai	2,846	2,857	0%	2.8%	2.9%
Infiniti	376	282	-25%	0.4%	0.3%
Jaguar	102	75	-26%	0.1%	0.1%
Jeep	7,282	7,659	5%	7.2%	7.8%
Kia	3,189	3,050	-4%	3.1%	3.1%
Land Rover	262	201	-23%	0.3%	0.2%
Lexus	1,043	983	-6%	1.0%	1.0%
Lincoln	518	474	-8%	0.5%	0.5%
Maserati	30	25	-17%	0.0%	0.0%
Mazda	2,625	2,317	-12%	2.6%	2.4%
Mercedes	959	867	-10%	0.9%	0.9%
MINI	186	145	-22%	0.2%	0.1%
Mitsubishi	913	806	-12%	0.9%	0.8%
Nissan	4,075	3,674	-10%	4.0%	3.7%
Other	33	28	-15%	0.0%	0.0%
Porsche	201	200	0%	0.2%	0.2%
Ram	3,967	5,665	43%	3.9%	5.8%
Subaru	5,878	6,533	11%	5.8%	6.6%
Tesla	305	780	156%	0.3%	0.8%
Toyota	10,703	9,550	-11%	10.5%	9.7%
Volkswagen	2,163	2,131	-1%	2.1%	2.2%
Volvo	580	596	3%	0.6%	0.6%

Top ten ranked brands in each percent change category are shaded green.  
Data Source: IHS.

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State Market Share for Top 15 Selling Brands  
YTD '19 thru June vs. YTD '18



Data Source: IHS.



## TITLE AND REGISTRATION

### TITLE BASICS

Designed to as an introduction to the title and registration process, this interactive workshop will broaden the understanding of state forms, their proper application, and fee location. This class also prepares title clerks for the Certified Title Profession program.

This class is recommended for new title clerks and dealership employees involved in the title and registration process.

**TUE, October 8, 2019 | 9:30 - 11:30 a.m.**  
MADA Headquarters

**TUE, December 10, 2019 | 9:30 – 11:30 a.m.**  
MADA Headquarters

**TUE, February 11, 2020 | 9:30 – 11:30 a.m.**  
MADA Headquarters

### CERTIFIED TITLE AND REGISTRATION PROGRAM

Consisting of three separate classes: **Sales Tax, New to Fleet, and Minnesota Titles and Transfers**. Each class provides vital skills and knowledge for optimal performance in title and registration. Certification is mandatory to utilize electronic titling and registration.

*Certification is awarded by attending all three classes and passing each test with a score of 70% or higher.*

**THU, November 21, 2019 | 9:00 a.m. – 3:00 p.m.**  
MADA Headquarters

**THU, January 16, 2020 | 9:00 a.m. – 3:00 p.m.**  
MADA Headquarters

## COMPLIANCE

### WAGE THEFT LAW SEMINAR

This seminar will detail the provisions of Minnesota's new Wage Theft Law. It will highlight the changes to the regulations and the steps dealerships can take to be in compliance with criminal wage and theft sanctions that went into effect on August 1, 2019.

Presented by Matthew Tews of Stinson and MADA General Counsel Dan Louismet.

**TUE, October 1, 2019 | 10:00 – 11:00 a.m.**  
MADA Headquarters

**TUE, October 1, 2019 | 1:00 – 2:00 p.m.**  
MADA Headquarters

## MARKETING

### CUT RUNAWAY DIGITAL MARKETING SPENDING

*Successfully measure and eliminate waste in digital marketing spend.*

US dealerships spend an average of \$27,000 per month (according to NADA-DATA 2018) on digital marketing, but don't have a good framework for measuring success. This webinar will provide dealers with knowledge and powerful tools to measure success and eliminate waste in digital marketing spend.

Recommended for dealers, general managers, sales managers, marketing managers and anyone who handles digital marketing spend at the dealership.

**TUE, October 15, 2019 | 10:00 – 11:00 a.m.**  
Webinar

### GOOGLE ANALYTICS TRAINING SERIES

*Increase knowledge, skills, and confidence with Google Analytics.*

By using Google Analytics, a free tool installed on most dealer websites, dealerships can better hold vendors accountable and improve the effectiveness and ROI of their digital marketing. This series of classes will provide hands-on training for both beginner and experienced Google Analytics users.

Recommended for dealers, general managers, sales managers, marketing managers, service managers, and anyone who handles digital marketing at the dealership or wants to learn more about Google Analytics.

**TUE, November 12, 2019 | 2:00 – 5:00 p.m.**  
Beginner | MADA Headquarters

**WED, November 13, 2019 | 10:00 a.m. – 12:00 p.m.**  
Intermediate | MADA Headquarters

**WED, November 13, 2019 | 1:00 – 3:00 p.m.**  
Advanced | MADA Headquarters

## FINANCE

### CONTROLLER CONFERENCE

This one-day conference is directed at dealership controllers and financial decision-makers. Designed and presented by dealership accountants and other industry specialists, this conference discusses complex dealership issues and more!

**WED, October 16, 2019 | 9:00 a.m. – 4:00 p.m.**  
MADA Headquarters

## FIXED OPERATIONS

### SERVICE ADVISOR PRO

*Achieve peak performance, increase sales, and maximize customer satisfaction.*

Service advisors will learn the skills and methods to overcome objections, handle difficult customers, build CSI, communicate vehicle maintenance needs effectively and more!

This class is recommended for new and seasoned service advisors.

**WED, October 23, 2019 | 9:00 a.m. – 3:00 p.m.**  
MADA Headquarters

### SHOP TALK: MEET YOUR FUTURE TECHNICIANS

*Engage Your Future Technician Workforce*

There is no shortage of conversation when it comes the short supply of qualified technicians. We're taking the conversation to the heart of the matter and inviting high school students and their automotive instructors to lead the discussion. Learn why students chose to pursue a career as an automotive technician, how to better engage with students and high schools, challenges facing high school automotive programs, and more!

**FRI, December 6, 2019 | 9:00 – 11:00 a.m.**  
Hyatt Regency-Bloomington

## MANAGEMENT

### THE LEADERSHIP TRANSITION

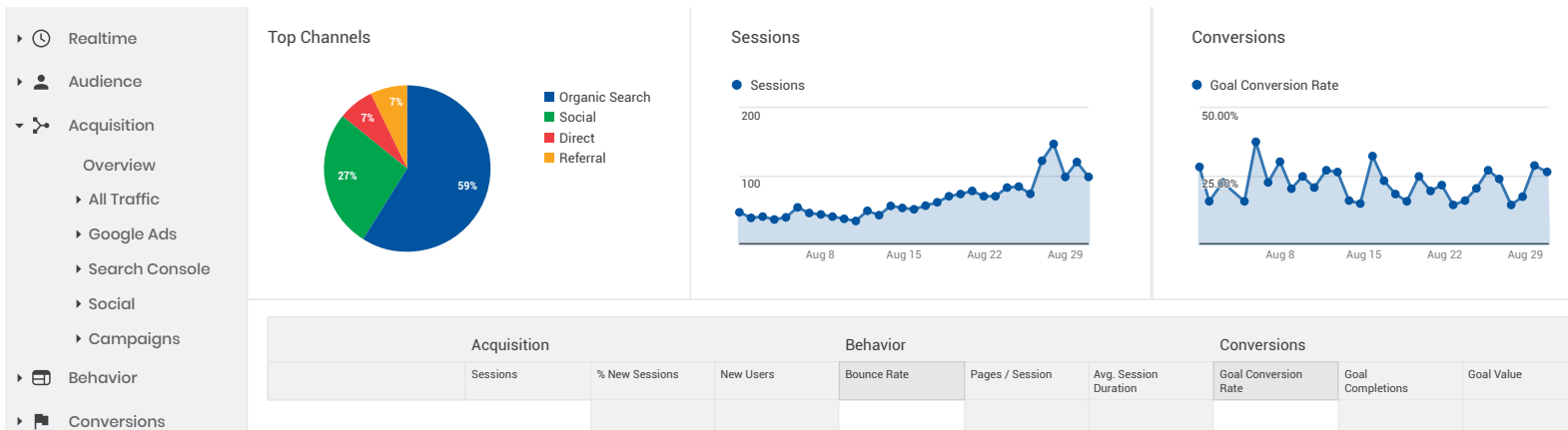
*Optimize your leadership skills to build, develop, and inspire team success.*

This one-day workshop will focus on the winning strategies and facilitation techniques that create, develop, and inspire staff to achieve team goals. Learn your natural leadership personality and how to enhance those skills to coach and motivate staff to success

This class is recommended for current and future dealership managers.

**TUE, October 22, 2019 | 9:00 a.m. – 4:00 p.m.**  
MADA Headquarters





# GOOGLE Analytics Training Series

## Increase knowledge, skills, and confidence with Google Analytics.

As more dealership ad dollars are spent on digital marketing, it is critical to understand how to fully measure those results. By using Google Analytics, a free tool installed on most dealer websites, dealerships can better hold vendors accountable and improve the effectiveness and ROI of their website’s digital marketing.

This three-part series will provide hands-on, live instruction of Google Analytics with an automotive layer, discussing paid search, social media, OEM referral traffic, and more.

The series can be attended in its entirety as each session builds upon the other. Start where you feel comfortable.

### • Beginner | Tuesday, November 12, 2019 | 2:00 – 5:00 p.m.

This first session will cover basic Google Analytics concepts for both setup and analysis. Learn about how to login, the basic navigation and framework, how to set-up UTM campaign tagging, and connecting Google Ads (AdWords) paid search. Includes Instructor lab at the conclusion of training.

### • Intermediate | Wednesday, November 13, 2019 | 10:00 a.m. – 12:00 p.m.

This second session will cover intermediate topics including: setting up filters, setting up custom goals and segments used to measure conversions, and traffic trends. This training is very automotive-centric, including detailed goal and segment set-up for the most popular website platforms (CDK, Dealer.com, DealerOn, etc.) Finally, this session will cover how to set up Custom Channel Grouping for reporting on assisted conversions vs. last click attribution.

### • Advanced | Wednesday, November 13, 2019 | 1:00 – 3:00 p.m.

This third session will assume the attendee knows all the information covered in sessions one and two and will dive deep into advanced techniques for measuring traffic quality around paid search, referral, organic, and social media inbound traffic. Attendees will learn how to build custom reports, Cohort Analysis, and other advanced topics.

**BONUS: Register today**

**and receive complimentary access to the October 15<sup>th</sup> webinar:**  
**“Cut Runaway Digital Marketing Spending.”**

**» REGISTER TODAY! [WWW.MADA.ORG](http://WWW.MADA.ORG) «**

**BEGINNER: TUESDAY**

**November 12**

2:00 - 5:00 p.m.

**INTERMEDIATE: WEDNESDAY**

**November 13**

10:00 a.m.- 12:00 p.m.

**ADVANCED: WEDNESDAY**

**November 13**

1:00 - 3:00 p.m.

**MADA HEADQUARTERS**

200 Lothenbach Ave.

West St. Paul, MN 55118

## Meet the Expert

George Nenni,  
Principal  
Consultant,  
Generations  
Digital



With three decades of IT and automotive experience, George Nenni educates the automotive industry about emerging technology by writing, speaking and sharing his vision for how dealers can maintain a competitive edge. George has spent countless hours over his automotive career with dealers training them in-store on best practices, digital marketing ROI analysis, and adoption of new technologies.

INVEST IN YOU. INVEST IN YOUR BUSINESS. INVEST IN SUCCESS.

**MADA**  
EDUCATION AND TRAINING

## Legal News

# Dealer Liable for Failing to Disclose Previous Accident

A recent Minnesota Court of Appeals case involved a fact pattern all too common among Minnesota dealerships. The dealership in this case ran a Carfax report which showed no prior accidents on a preowned vehicle in inventory. In reliance on this report, the salesperson responded in the negative when asked by a customer if the vehicle had been in any prior accidents. A copy of this report was provided to the customer at the time of purchase.

Several years later, a new Carfax report revealed that the vehicle had previously been in an accident prior to the sale. The customer sued the dealership claiming that had he known about the accident, he would have paid substantially less for the vehicle. The court ultimately agreed with the customer and entered judgement against the dealership for breach of contract and negligent misrepresentation.

MADA is receiving more and more calls that are eerily familiar to this case. In many cases, the damage was so significant that the State of Minnesota was required under law to title the vehicle as salvaged. Regardless of the title status, the dealership ends up absorbing the cost for the Carfax error whether it be through the buy-back of the vehicle or by making some cash concession to the customer. Because these scenarios are relatively uncommon (knock on wood), many dealers have simply chalked it up to the cost of doing business. After all, no business can completely eliminate risk and exposure. However, there are a few things dealers can do to help prevent situations like this from occurring.

First, dealers should remember that, despite the law only requiring dealers to disclose damage on preowned vehicles where the cost to repair exceeds 80% of the vehicles actual cash value (ACV), the law does not provide a "safe harbor" if the cost to repair is below 80% of the ACV. Okay; what does that mean? It means that just because you are not legally required to disclose, for example, damage where the cost to repair was 40% of the ACV, it does not mean a customer cannot later successfully sue the dealership if they believe that their decision to purchase, or the terms of purchase, would have been different had they known about the damage. Accordingly, MADA recommends dealers disclose any previous damage that resulted in substantial repairs.

Second, dealers should utilize vehicle history report vendors that pull their data from the National Motor Vehicle Title Information System (NMVTIS). It is important to note that the State of Minnesota determines a vehicle's title status based on NMVTIS data. Without seeing exactly what the State of Minnesota is seeing, and knowing that Carfax reports (or other vendor that fails to use NMVTIS data) may not always be accurate, you cannot be sure the vehicle was not previously in an accident or will not be titled as salvaged. Accordingly, MADA recommends dealers run vehicle history reports from providers that pull data from NMVTIS.



### Endorsed Service & Vendors

**Check Guarantee/Credit Card Processing**  
FIS / Certegy

**Dealer Bond Program**  
Ensure Agency

**Disability Income Insurance & Section 125 Cafeteria Plans**  
American Fidelity Assurance

**Employee Placement**  
Hireology

**F&I Products**  
Protective

**Fleet Fueling Program**  
Speedway

**Group Health Insurance**  
Blue Cross Blue Shield of MN  
Delta Dental  
Voya Life

**Hole-In-One Insurance**  
Hole-In-One-USA

**Office Supplies**  
Innovative Office Solutions

**Online Marketing Services**  
Conversica  
Dealer 1-2-1  
LotLinX  
PureInfluencer  
Purple Cloud

**OSHA, EPA & DOT Compliance/Training**  
ComplyNet Corporation

**Pre-Paid Legal, Jim Gavin**  
Identity Theft Shield &  
Pre-Paid Legal Services

**Uniforms and Linen Services**  
AmeriPride Linen & Apparel Services

**Warranty Reimbursement**  
Bellavia Blatt

**Workers Compensation**  
Ensure Agency



MADA Services sells a wide variety of products directly to the dealers including business forms, clothing and promotional items. For a full review of options, contact your sales representative at 651-291-2400 or go to [www.mada.org](http://www.mada.org)



## MADA NEWS ▪ SEPTEMBER 2019

### FAQ

**Q:** I heard there was another class action settlement to resolve allegations that certain component manufacturers conspired to raise the prices of starters, alternators, radiators, bearings, wire harnesses, and occupant safety systems. Is this true? Is my dealership eligible for compensation?

**A:** Yes, this is true. However, this most recent lawsuit only involves Heavy-Duty (Class 3 – 8) trucks, buses, and other commercial vehicles. Sedans, light trucks, vans, sport utility vehicles, crossovers, pickup trucks, or similar vehicles are excluded from settlement. Heavy Truck dealers are encouraged to reach out to Joshua Kerstein of Class Action Capital for more information and to see if you are entitled to compensation: [Josh@ClassActionCapital.com](mailto:Josh@ClassActionCapital.com) or (914) 200-0066.