



News

March 2020

MADA News

MADA Announces New Interstate Titling Program

As we climb out of the MNLARS mess and improve our title and registration abilities in Minnesota, MADA is pleased to announce a great new addition to our services available to dealers. We have partnered with Vitu to offer a reliable and easy to use process for registering vehicles in another state.

Our new "Interstate" product has been vetted by MADA Title and Registration Manager Aly Quinn. It is affordable, reliable for registrations in all 50 states, and web-based for easy use. One of the more popular features includes a pre-audit function via scanned images to reduce delivery service fees and hassles. Vitu will also pre-pay for each transaction to avoid the back and forth of checks and money orders.

Vitu is a west coast based company with a proven track record in this field. MADA is pleased to endorse them for this service.

Dealers interested in using this new product should contact their MADA Services sales representative or Aly Quinn at 651-789-2935 or Aly@mada.org.

Interstate by
vitu

inside

DVS Reporting for Dealers

New Employment Eligibility Form

Senate Questions CA Cars

**It's affordable and reliable
for registrations in all 50
states.**

upcoming events

apr
08 Title Basics
ONLINE

may
13 Title Basics
West St. Paul

may
21 Certified Title and
Registration
West St. Paul

visit
www.mada.org
for details, registration and
a complete list of Upcoming
Events and Training

Title & Reg News

Basic DVS Reporting Requirements for Dealers

There is still some confusion about the 'held for resale' and 'removal from state' flags dealers should use when reporting vehicle transactions in the MNLARS system.

Within 48 hours of acquiring a vehicle titled and registered in Minnesota, a dealer is required to electronically flag the vehicle as 'held for resale.' For sales to out-of-state buyers of used vehicles that are currently titled and registered in Minnesota, a dealer must mark the vehicle as 'removal from state' within 48 hours. A dealer should then remove the Minnesota license plate from the vehicle and issue a 31-day temporary permit to non-Minnesota residents.

If a dealer does not have DVS access to the MNLARS system to mark these flags, their Deputy Registrar is able to process either of these transactions on their behalf for a fee of no more than \$7 each.

We ask that you revisit your internal process to ensure that you are meeting the requirements set forth by DVS. If you have any questions, please reach out to Title Manager Aly Quinn at 651-789-2935 or aly@mada.org



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

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Vice Chair

Gary Thibert, Thibert Chevrolet & Buick, Red Lake Falls

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FAX: 651-291-2894 • Web site: <http://www.mada.org>

Legal News

Dealerships Must Use New Employment Eligibility Verification Form I-9

Effective January 31, 2020, employers verifying the identity of new hires or re-verifying the employment authorization of existing employees should use the October 21, 2019 version of the Employment Eligibility Verification (I-9) Form issued by the Department of Homeland Security's United States Customs and Immigration Service (USCIS) which can be found at: <https://www.uscis.gov/i-9>.

The revised Form I-9 and instructions address and provide clarification on:

- Countries with recent name changes
- Representatives authorized to act on behalf of employers
- USCIS website addresses
- Acceptable employment eligibility support documents
- The process for accessing and using a paper USCIS Form I-9
- The DHS Privacy Notice

The prior version of USCIS Form I-9 (Rev. 07/17/2017 N) may be used until April 30, 2020, after which only the new (Rev. 10/21/19) version may be used. Note that the version date is found in the lower left corner of the form. Dealerships must keep completed I-9s on file for potential inspection by federal agency and law enforcement authorities.



DEALERSHIP MANAGEMENT SYMPOSIUM

WEDNESDAY
MAY 20, 2020
9:00 a.m. – 4:00 p.m.

This one-day symposium will bring together experts to discuss and review the most important legal and compliance issues that your dealership faces and MORE!

Stay tuned for details!

Legislative News

Senate Questions Walz's California Car Initiative

Since the start of the legislative session, the Minnesota Senate has held multiple hearings on Governor Walz's proposal to adopt California Car standards via administrative rulemaking.

A joint hearing of the Senate Environment Policy and Finance Committees was conducted the first full week of session to receive an overview of the proposed rule from the MN Pollution Control Agency (MPCA) and impacted stakeholders, including MADA who highlighted the adverse economic consequences for Minnesota dealers. Several legislators questioned the Agency's authority to pursue the rule unilaterally while others wondered why the Administration wasn't pursuing incentives to encourage purchase of electric vehicles.

The following week, Senator Andrew Mathews (R-Princeton), introduced Senate File 3496, which removes the MPCA authority to regulate motor vehicle emissions standards and allocates money to study the economic impact of Minnesota adopting California Car standards. To date, the bill has passed through four committees in the Senate with testimony from MADA reiterating the impact of understanding the economic implications for Minnesota dealers in terms of lost sales, inhibiting dealer trades, and increased carrying costs. Thank you to Lauren Nelson from Nelson Auto Center in Fergus Falls for making a special trip to the Capitol to testify and put a face on the issue.

While the DFL-controlled House is unlikely to take action on the companion file, the hearings provide an opportunity to educate the public about the issue and refute some of the MPCA's selling points about the proposed rule.

Bring a California Cars Presentation to Your Community

MADA has assembled a compelling presentation to educate the public about the proposed rulemaking. If you have a group in your community (local Chamber, Rotary, fleet customers, etc.) that you think would benefit from learning about the California Car proposal, please contact MADA VP of Public Affairs Amber Backhaus at amber@mada.org or 651-789-2949 to schedule a presentation.

TITLE AND REGISTRATION

NEW! TITLE BASICS NOW OFFERED EVERY MONTH!

TITLE BASICS

Designed 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 any dealership employees involved in the title and registration process.

WED, April 8, 2020 | 9:00 – 11:30 a.m.
MOVED ONLINE

WED, May 13, 2020 | 9:00 – 11:30 a.m.
MADA Headquarters

WED, June 10, 2020 | 9:00 – 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, May 21, 2020 | 9:00 a.m. – 3:00 p.m.
MADA Headquarters

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

COVID-19 RESPONSE

DEVELOPING A DEALERSHIP PANDEMIC RESPONSE PLAN

During these unprecedented times, it's important to demonstrate to customers, employees, and vendors that you care about their safety. Learn how to protect your dealership's employees from illnesses while staying OSHA/ADA/FMLA compliant.

ON-DEMAND | WEBINAR

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.

ON-DEMAND | WEBINAR

COMPLIANCE

WAGE THEFT LAW SEMINAR - RECORDING

Ensure your dealership complies with Minnesota's new Wage Theft Law.

This seminar details the provisions of Minnesota's new Wage Theft Law. It highlights the changes to the regulations and the steps dealerships should take to come into compliance with criminal wage and theft sanctions that went into effect on August 1, 2019.

This class is recommended for dealer principals, general managers, controllers, and HR.

ON-DEMAND | EVENT RECORDING

DRIVE SUCCESS



When you utilize MADA Education and training, you are investing in your dealership's success AND your industry's success!

We offer trusted, comprehensive, and topical educational opportunities that serve to improve dealership operations. Each course is designed to provide solutions and empower your staff to successfully manage the evolving situations that your dealership faces.

The revenue generated from MADA's training program is reallocated to legislative efforts at the Capitol, your legal counsel, and to fund the activities that strengthen our representation of YOU!

Minnesota Auto Outlook

Released by:
Minnesota Automobile
Dealers Association

Covering the Minnesota automotive market

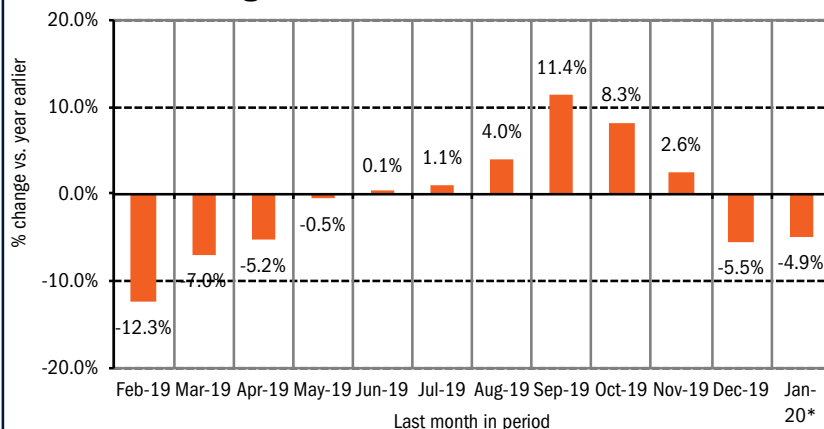
Data thru January 2020

Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months*			Annual Totals			Annual Market Share		
	12/18 & 1/19	12/19 & 1/20*	% change	2018	2019	% change	2018	2019	change
Industry Total	31,948	31,270	-2.1%	213,824	213,754	0.0%			
Cars	5,391	4,036	-25.1%	41,375	33,660	-18.6%	19.4	15.7	-3.7
Light Trucks	26,557	27,234	2.5%	172,449	180,094	4.4%	80.6	84.3	3.7

*Figures for January 2020 were estimated by Auto Outlook. Data Source: IHS.

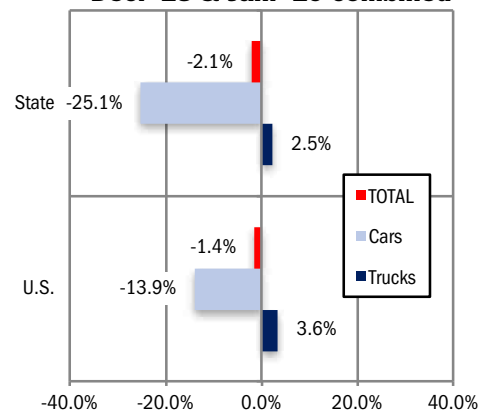
Percent Change in Three Month Moving Average of New Retail Registrations versus Same Period Year Earlier



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.

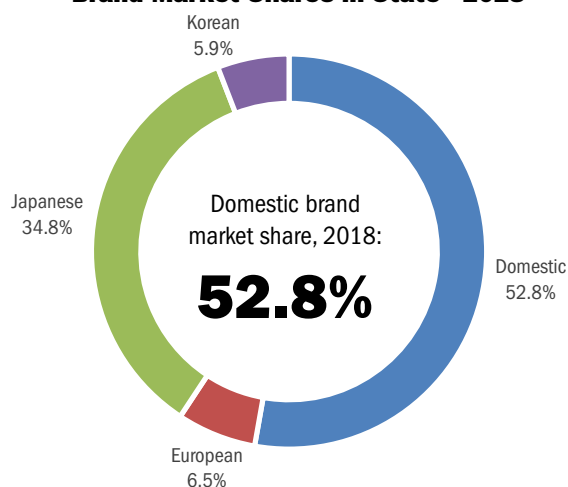
*Figures for January 2020 were estimated by Auto Outlook. Data Source: IHS.

Percent Change in State and U.S. New Retail Light Vehicle Markets Dec. '19 & Jan. '20* combined vs. Dec. '18 & Jan. '19 combined

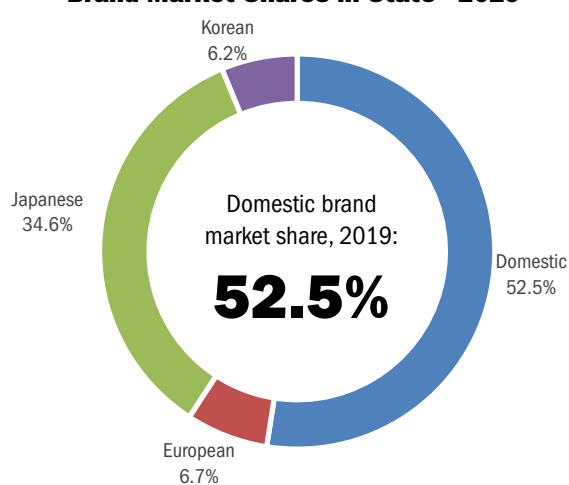


The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. *Figures for January 2020 were estimated by Auto Outlook. Data Source: IHS.

Japanese, Domestic, European, and Korean Brand Market Shares in State - 2018



Japanese, Domestic, European, and Korean Brand Market Shares in State - 2019



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.

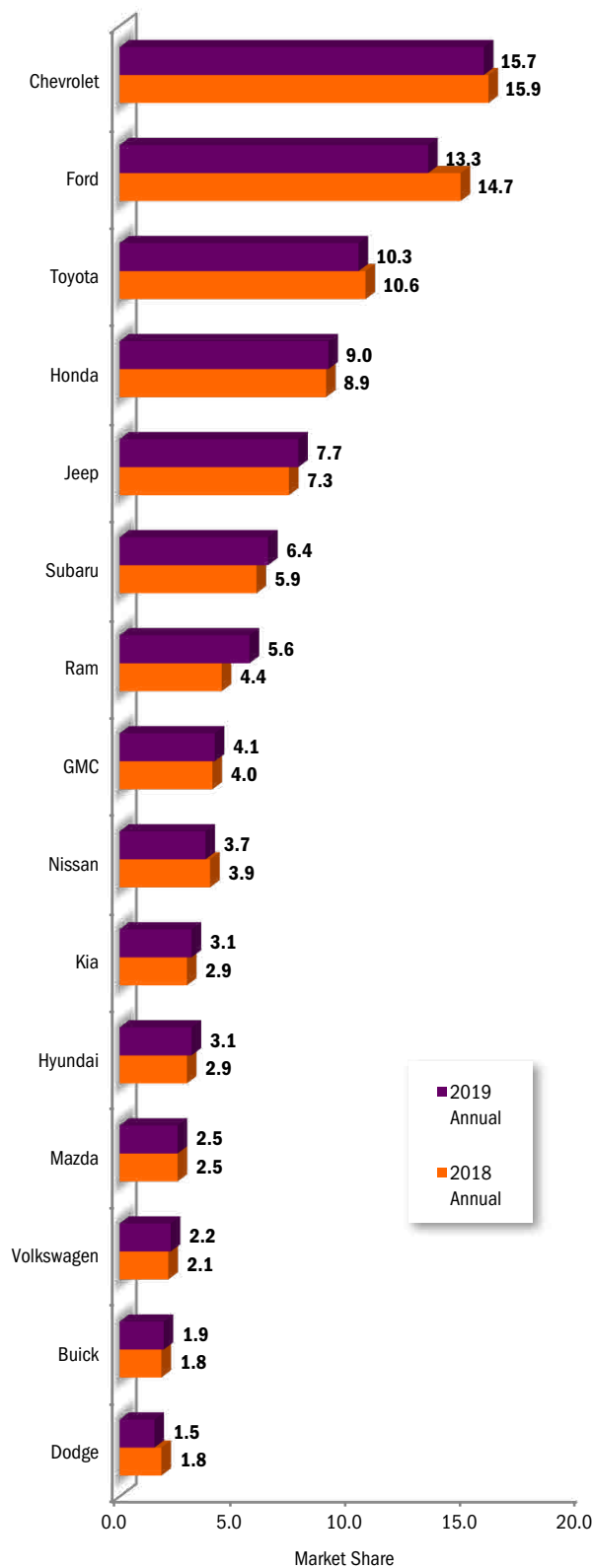
Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	2018		% change	2018	2019
	Annual	Annual		Annual	Annual
Acura	1,415	1,285	-9%	0.7%	0.6%
Alfa Romeo	195	114	-42%	0.1%	0.1%
Audi	2,123	2,138	1%	1.0%	1.0%
BMW	2,285	2,864	25%	1.1%	1.3%
Buick	3,800	3,976	5%	1.8%	1.9%
Cadillac	1,145	1,238	8%	0.5%	0.6%
Chevrolet	34,057	33,558	-1%	15.9%	15.7%
Chrysler	2,218	1,563	-30%	1.0%	0.7%
Dodge	3,867	3,173	-18%	1.8%	1.5%
FIAT	131	87	-34%	0.1%	0.0%
Ford	31,513	28,394	-10%	14.7%	13.3%
Genesis	88	113	28%	0.0%	0.1%
GMC	8,596	8,811	3%	4.0%	4.1%
Honda	19,077	19,168	0%	8.9%	9.0%
Hyundai	6,183	6,618	7%	2.9%	3.1%
Infiniti	797	560	-30%	0.4%	0.3%
Jaguar	191	141	-26%	0.1%	0.1%
Jeep	15,692	16,445	5%	7.3%	7.7%
Kia	6,285	6,543	4%	2.9%	3.1%
Land Rover	504	439	-13%	0.2%	0.2%
Lexus	2,308	2,308	0%	1.1%	1.1%
Lincoln	1,032	1,134	10%	0.5%	0.5%
Maserati	57	49	-14%	0.0%	0.0%
Mazda	5,326	5,420	2%	2.5%	2.5%
Mercedes	1,885	1,852	-2%	0.9%	0.9%
MINI	387	317	-18%	0.2%	0.1%
Mitsubishi	2,004	1,615	-19%	0.9%	0.8%
Nissan	8,378	7,805	-7%	3.9%	3.7%
Other	65	59	-9%	0.0%	0.0%
Porsche	371	395	6%	0.2%	0.2%
Ram	9,436	11,926	26%	4.4%	5.6%
Subaru	12,566	13,664	9%	5.9%	6.4%
Tesla	1,514	1,926	27%	0.7%	0.9%
Toyota	22,628	22,109	-2%	10.6%	10.3%
Volkswagen	4,485	4,628	3%	2.1%	2.2%
Volvo	1,220	1,319	8%	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
2019 vs. 2018



Data Source: IHS.

Member News

Bruce Brau passed away suddenly on February 15, 2020. Bruce managed **Brau Motors** alongside his brother Rob. He began his career selling cars at Mahowald Motors before joining the family business.

The Mauer family has bought **Main Motor in Anoka**. The dealership is now named **Mauer Main Chevrolet**. This is the third dealership for the family who also own **Mauer Chevrolet** and **Mauer Buick GMC** in Inver Grove Heights.

Services News



MADA Welcomes New Staff

MADA is pleased to welcome Britney Moreno to our staff. Britney will take on customer service duties for MADA Services as well as receptionist responsibilities.

Britney grew up in Farmington, Minnesota and currently lives in Hastings with her boyfriend Vince and two daughters: two-year-old Scarlett and one-year-old Violette. They love spending time with family and going on trips to Duluth.

MADA Yearbook Correction

Apologies to valued MADA Associate Member Langer Construction for omitting the description of its business from our 2020 Yearbook and Buyers' Guide.

Langer Construction
54 Moreland Ave E
West St. Paul, MN 55118
651-457-5993

www.langerconstruction.com



Established in 1946, Langer Construction is a commercial general contractor specializing in the automotive industry. The scope of construction services that we provide ranges from ongoing service work and minor remodeling to major additions and new construction.



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.



MADA NEWS ▪ MARCH 2020

FAQ

Q: What's the law on selling vehicles with window tinting?

A: The general rule is that dealers may not sell vehicles with illegal tinting at retail for registration in Minnesota.

Tinting or glazing is illegal when:

- the windshield has any treatment that makes it more reflective or darker;
- any window on the vehicle is treated to make it mirrored or highly reflective;
- a side or rear window is treated in any way to obstruct the view of the driver, or to restrict light transmittance by 50%, or has a luminous reflectance of more than 20%; or
- the window treatment does not have a marking which clearly indicates the percentage of light transmittance or luminous reflectance.

There are some exceptions. The law does not prohibit OEM window tinting, tinting prescribed by a physician, or tinting applied to the rear windows and certain side windows of hearses, limousines, trucks, vans (which include SUVs) and police vehicles.

Save your dealership time and money with

MADA Title Relief Service

- Solve and prevent worrisome title issues
- Create a clean titling process within your dealership
- Give your title clerks a place to go for help
- Get on-site temp help available for vacations or disruptions

*MADA Title Relief Services also includes access to an easy process for out-of-state titles from our partner: **vit**u*

- **vit**u Interstate provides **full service** out-of-state titling assistance, including:
 - Estimated fee calculations
 - Document checklist on every deal
 - 24/7 complimentary phone and chat support
 - Comprehensive auditing and submission of paperwork to your customer's local jurisdiction