



News

October 2020

MADA News

Let MADA Provide MNDRIVE Assistance

The launch of MNDRIVE, the state's new motor vehicle system, is less than a month away on November 16, and MADA has developed a suite of resources to help dealers with the transition.

MADA's website now has a section dedicated to title and registration issues. Go to <https://www.mada.org/titleandreg/MNDRIVE> to find out the latest and make sure you are ready. To help prepare dealers, MADA has added several new training classes to the schedule including "Take Your Dealership for a MNDRIVE – Part 2" on November 11, "Titling for F&I," and "MNDRIVE e-Services for Business" classes that will be held around the state in early December. See page nine for details.

MADA also worked hard to ensure that dealers have access to electronic vehicle titling and registration (EVTR) services that can streamline the additional data-entry required by MNDRIVE. Eight EVTR vendors will be providing this service, and MADA will be hosting demonstrations for members to explore their options in the coming weeks.

Lastly, don't forget to take advantage of MADA's Title Relief program. Our resident expert, MADA Title Manager Aly Quinn, is available to hire. She can provide consulting services and recommend best practices for your dealership or help process backlogged title work. Learn more at <https://www.mada.org/titleandreg/titlerelief>.

MADA has developed a suite of resources to help dealers with the transition.

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Isanti Dealership Violates Ad Standard

Help Us Promote "Truck Talks"

upcoming events

nov 11 Take Your Dealership for a MNDRIVE Virtual

nov 17 MNDRIVE e-Services for Business MADA Headquarters

nov 18 Titling for F&I MADA Headquarters

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

Election News

Election Outcomes Are Anyone's Guess

With less than two weeks to go until Election Day, political prognosticators are flummoxed about how things will shake out in Minnesota. Republicans are hoping that Trump voters, who largely sat out in 2018, will show up in force. They are also targeting over 200,000 eligible voters, who are non-college educated males that typically do not vote, to give Trump the edge. Meanwhile, Democrats are focusing on suburban women and seniors unhappy with the Trump Administration's handling of the coronavirus.

While ticket splitters used to be more common in Minnesota, most down ballot candidates believe their fate will be tied to how the top of the ticket fares. Polling reflects the uncertainty of the outcome, with a tight margin in the Jason Lewis (R)/Tina Smith (DFL) race for U.S. Senate. Predictions for the state legislative races are also murky.

Currently, Republicans control the Minnesota Senate 35-32. The *Cook Political Report* lists whether they maintain it as a "toss-up." Democrats are expected to make gains in a few suburban seats, but they could be offset by GOP pick-ups in Greater Minnesota. Democrats hold the Minnesota House of Representatives by a more significant 16-seat margin, 75-59, making it less likely to flip.

Regardless of who comes out on top, it's critical we elect pro-dealer candidates to Congress and the State Legislature. Thank you to those who supported our efforts by donating to NADA PAC and CAR PAC, our industry's political action committees. If you haven't yet, it's not too late. Please reach out to Amber Backhaus at 651-789-2949 or amber@mada.org if you'd like to help.



Minnesota Automobile Dealers Association

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

Chair

Steve Whitaker, *Whitaker Buick GMC, Forest Lake*

Vice Chair

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

Treasurer

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

Secretary

Chad Murphy, *Murphy Chevrolet, Foley*

President

Scott Lambert, *MADA*

200 Lothenbach Avenue • West St. Paul, MN 55118
Metro: 651-291-2400 • Toll Free: 800-652-9029
FAX: 651-291-2894 • Web site: <http://www.mada.org>

FAQ

Q: Last month's newsletter had an article reporting that car thieves are using fraudulent temporary driver's licenses to secure a test drive and ultimately steal cars. Is there a resource provided by the State of Minnesota where dealers can check to see if a license is valid?

A: Yes: Drive.mn.gov

Click on the "Driver's License Status Lookup" tab and enter in the driver's license number. You will be able to view all public information available or, if the license number isn't valid, you will receive a message saying that no search results were found.

Regulatory News

MADA Continues to Make Headway against California Cars



MADA continues to work hard to educate the public about Governor Walz's proposal to adopt California motor vehicle emissions standards via rulemaking. The work is even more critical as California Governor Gavin Newsom declared that the state would be banning the sale of gas-powered passenger vehicles entirely by 2035.

Our pledge asking Minnesota legislative candidates to oppose turning regulatory control over to another state has garnered the support of over 125 individuals, both Republicans and Democrats. We also have over 30 local chambers of commerce from across Minnesota who have taken positions against the proposal. And in October, we launched a major digital marketing campaign to ensure Minnesotans are aware that gas-powered vehicles could be banned here if the rule is adopted and we follow California.

The Minnesota Pollution Control Agency (MPCA), which is the state agency overseeing the rulemaking process, plans to publish notice of its intent to adopt the rule in the coming weeks. We appreciate all the work our members are doing to collect signatures of Minnesotans opposed to becoming a California-controlled state. Keep the names coming via our electronic petition or through paper submissions (found at http://bit.ly/MADA_CCpetition). It's important that we stay vigilant!

Member News

Davidson Nominated as TIME Dealer of the Year

Congrats to Don Davidson, dealer principal of Sears Imported Auto in Minnetonka, on his nomination as 2021 TIME Dealer of the Year.

After working as an accountant out of college, Davidson joined his father-in-law's namesake dealership in 1979 and quickly rose through the ranks. He now shares ownership of the company with four other family members.

Davidson has a long history of supporting the community, demonstrated by his 30+ years of volunteering for the PACER Center and numerous other organizations. His civic-mindedness is also embedded in the dealership, which hosts events for local non-profits and even has an employee dedicated to working on community and charitable events.

Davidson is one of a select group of 40 dealer nominees from across the country who will be honored at the 104th annual National Automobile Dealers Association (NADA) Show being held virtually February, 9-11, 2021.



Don Davidson

Legal News

Isanti Dealership Violates Ad Standards

Better Business Bureau of Minnesota and North Dakota (BBB) has reported that Hayford Ford, a dealership in Isanti, violated the Minnesota Automotive Advertising Standards developed by the Minnesota Automobile Dealers Association (MADA) and the BBB to address repeated violations of advertising standards.

Due to the company's violation of the advertising standards and lack of response to multiple requests to comply with the self-regulation program, the MADA Steering Committee and BBB invoked the Three Strike Policy and issued a third strike.

BBB initially contacted Hayford Ford on August 28 after sending a reminder to all dealers that conditional rebates may not be included in the advertised most prominent prices for vehicles. In this case, Hayford Ford included a trade-in bonus in the most prominent advertised price on its

own website and on a third-party car advertising website.

Most car shoppers see the sale price advertised, and because not all prospective buyers can benefit from a trade-in bonus, the bonus may not be included in the most prominent advertised price, per the Advertising Standards.

Hayford Ford is now in compliance as of the date of this publication.

Dealerships that participate in and advertise in accordance with Minnesota Automotive Advertising Standards demonstrate their commitment to ethical advertising and selling practices. Participation in this self-regulatory program also serves to prevent consumer complaints about advertising and improves the overall reputation of the automotive industry.

MADA News

REMINDER: Please Complete Your MADA Membership Profile

As we get ready to print the *MADA Yearbook*, our annual membership directory, we need your help to ensure we publish accurate information about all our dealerships.

For the 2021 directory, we have moved the process for confirming contact information online. You will be receiving an e-mail asking you to log into my.mada.org to make sure your dealership and contacts are correct for your listing.

MADA will NOT be sending paper forms this year. Watch your email for a link and instructions on how to make these changes in my.mada.org.

Watch Your Mailbox!

Invoices for GMADA dues have already been sent and MADA will be arriving shortly. Be sure to pay promptly to ensure your spot in the *2021 Yearbook*.

And we thank your membership and confidence in your dealer associations!

Minnesota Auto Outlook

Released by:
Minnesota Automobile
Dealers Association

Covering the Minnesota automotive market

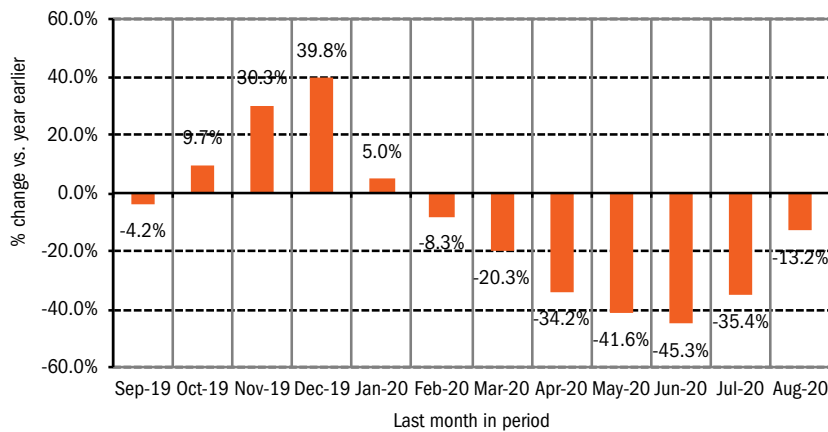
Data thru August 2020

Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Aug.			YTD Market Share		
	7/19 and 8/19	7/20 and 8/20	% change	YTD '19	YTD '20	% change	YTD '19	YTD '20	change
Industry Total	47,803	46,837	-2.0%	159,045	121,849	-23.4%			
Cars	8,318	6,322	-24.0%	27,746	16,529	-40.4%	17.4	13.6	-3.8
Light Trucks	39,485	40,515	2.6%	131,299	105,320	-19.8%	82.6	86.4	3.8

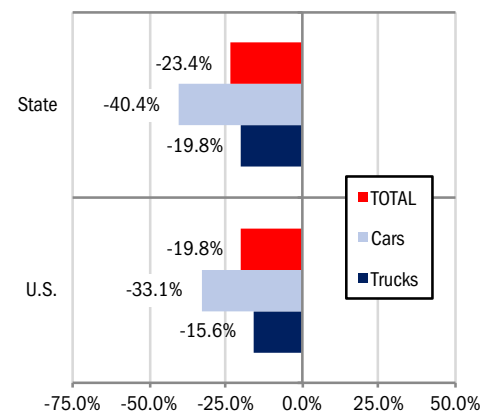
Data Source: AutoCount data from Experian.

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



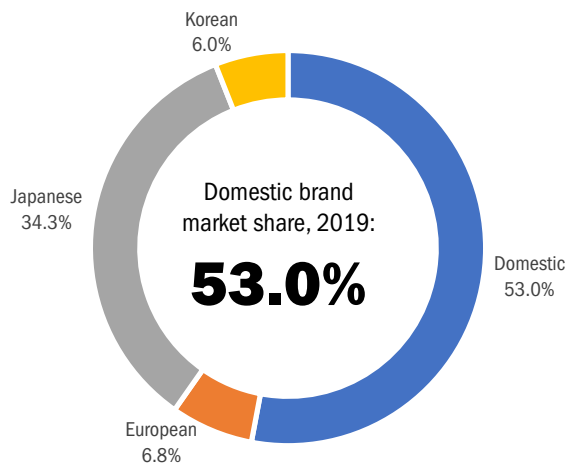
The graph above provides a clear picture of the trending direction of the state market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

Percent Change in State and U.S. New Retail Light Vehicle Markets YTD 2020 thru August vs. YTD 2019

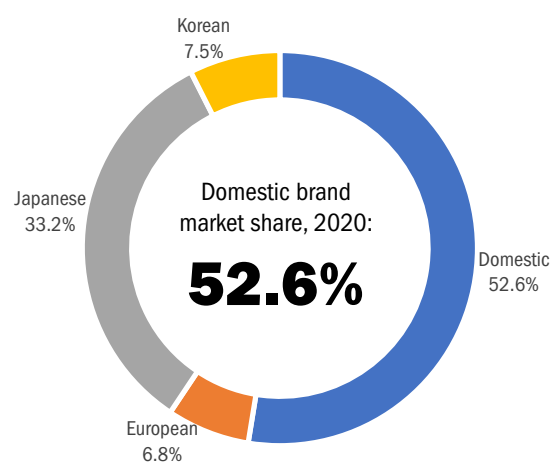


The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. Data Source: AutoCount data from Experian.

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



Japanese, Domestic, European, and Korean Brand Market Shares in State - YTD '20 thru August



Data Source: AutoCount data from Experian.

Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in Minnesota. Monthly recording of registrations occurs when vehicle title information is processed, which August differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

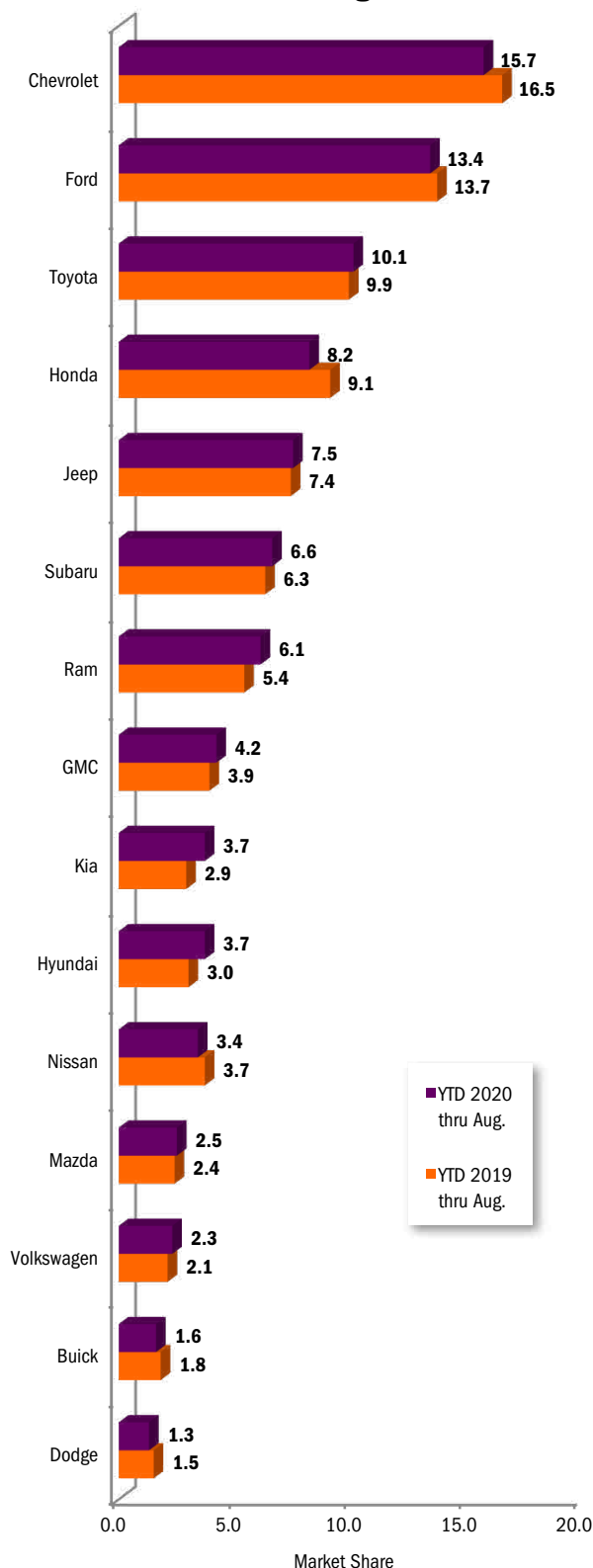
Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019 thru Aug.	YTD 2020 thru Aug.	% change	YTD 2019 thru Aug.	YTD 2020 thru Aug.
Acura	972	705	-27%	0.6%	0.6%
Alfa Romeo	112	55	-51%	0.1%	0.0%
Audi	1,900	1,181	-38%	1.2%	1.0%
BMW	2,202	1,498	-32%	1.4%	1.2%
Buick	2,914	1,995	-32%	1.8%	1.6%
Cadillac	942	689	-27%	0.6%	0.6%
Chevrolet	26,231	19,191	-27%	16.5%	15.7%
Chrysler	1,230	789	-36%	0.8%	0.6%
Dodge	2,329	1,530	-34%	1.5%	1.3%
FIAT	65	35	-46%	0.0%	0.0%
Ford	21,803	16,330	-25%	13.7%	13.4%
Genesis	72	68	-6%	0.0%	0.1%
GMC	6,224	5,059	-19%	3.9%	4.2%
Honda	14,516	10,013	-31%	9.1%	8.2%
Hyundai	4,814	4,471	-7%	3.0%	3.7%
Infiniti	509	214	-58%	0.3%	0.2%
Jaguar	121	81	-33%	0.1%	0.1%
Jeep	11,721	9,089	-22%	7.4%	7.5%
Kia	4,643	4,539	-2%	2.9%	3.7%
Land Rover	322	354	10%	0.2%	0.3%
Lexus	1,626	1,211	-26%	1.0%	1.0%
Lincoln	782	824	5%	0.5%	0.7%
Maserati	35	19	-46%	0.0%	0.0%
Mazda	3,804	3,093	-19%	2.4%	2.5%
Mercedes	1,320	1,103	-16%	0.8%	0.9%
MINI	210	163	-22%	0.1%	0.1%
Mitsubishi	1,344	772	-43%	0.8%	0.6%
Nissan	5,899	4,171	-29%	3.7%	3.4%
Other	33	36	9%	0.0%	0.0%
Porsche	240	177	-26%	0.2%	0.1%
Ram	8,510	7,472	-12%	5.4%	6.1%
Subaru	10,090	7,996	-21%	6.3%	6.6%
Tesla	1,566	1,091	-30%	1.0%	0.9%
Toyota	15,747	12,257	-22%	9.9%	10.1%
Volkswagen	3,389	2,807	-17%	2.1%	2.3%
Volvo	808	771	-5%	0.5%	0.6%

Top ten ranked brands in each percent change category are shaded gray.
Data Source: AutoCount data from Experian.

This report is sponsored by the Minnesota Automobile Dealers Association and produced by Auto Outlook (610-640-1233). Any material quoted must be attributed to Minnesota Auto Outlook, published by Auto Outlook, Inc. on behalf of MADA. Data source must also be shown as "Data Source: AutoCount Data from Experian." Please contact the Association with any questions or comments regarding the publication.

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State Market Share for Top 15 Selling Brands
YTD 2020 thru August vs. YTD 2019



Data Source: AutoCount data from Experian.

THE TWIN CITIES AUTO SHOW &
AUTOMOTIVE NEWS ANNOUNCE

Truck Talks

A Three-Part National Webinar Series

Hosted by The Twin Cities Auto Show and Automotive News,
the leading source of news about the global automotive industry

**A lot has changed in 2020; one thing has stayed the same.
Trucks Still Dominate.**

The call for speakers is open!

Get Your Brands Involved Today.

Visit nationaltrucksummit.com/TruckTalks
or email mary@mada.org.



Minnesota Automobile Dealers Association

Endorsed Service & Vendors

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

Delta Dental

Medica

Voya Life

Hole-In-One Insurance

Hole-In-One-USA

Office Supplies

Innovative Office Solutions

Online Marketing Services

Conversica

Dealer 1-2-1 / JMG Marketing

LotLinx

PureInfluencer

OSHA, EPA & DOT Compliance/Training

ComplyNet Corporation

Pre-Paid Legal, Jim Gavin

Identity Theft Shield &

Pre-Paid Legal Services

Out-of-State Titling and Registration

Vitu Interstate

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 Vendor Viewpoint Virtual Care in our Remote World

Virtual care is a convenient way to get care for many common medical conditions from wherever you are. And in our new, remote world, it's worth checking out.

Virtual care visits, also known as online care or e-visits, are a convenient way to get care for common conditions like allergies, bladder infections, flu, pink eye and many other non-urgent, common health conditions. You can connect with a provider from your computer or mobile device from home, work or wherever you are, to get a diagnosis, treatment plan and prescription (if needed). Virtual care visits are often available after clinic hours, sometimes even 24/7, and you usually don't need an appointment. You could even save money – virtual care visits usually cost less than going to your doctor's office or an urgent care clinic – depending on your health plan. Check with your doctor to see if virtual care visits are available. Or check with your health insurance provider to find virtual care providers in your plan's network.

Contributed by Mark Springer,
Senior Strategic Account Sales Executive, Medica

MOTOR VEHICLE & TITLE REGISTRATION

TITLE BASICS

Designed as an introduction to the title & registration process, this course will broaden your understanding of state forms fees.

WED, January 13, 2021 | 9:00 - 11:30 a.m. | MADA Headquarters

WED, February 10, 2021 | 9:00 - 11:30 a.m. | MADA Headquarters

WED, March 10, 2021 | 9:00 - 11:30 a.m. | MADA Headquarters

CERTIFIED TITLE AND REGISTRATION PROGRAM

This program is designed to provide the vital skills and knowledge for optimal performance in title and registration. In addition, attendees participating in this program and passing the administered tests are awarded certification. Certification is mandatory to utilize electronic titling and registration.

TUE, December 8, 2020 | 9:00 a.m. - 3:30 p.m. | Duluth

THU, December 17, 2020 | 9:00 - 11:30 a.m. | Rochester

WED, January 20, 2021 | 9:00 - 11:30 a.m. | MADA Headquarters

All social distancing and CDC guidelines will be observed for this training

Prepare to take your Dealership for a MNDRIVE (Part 2)

With the upcoming launch of the MNDRIVE e-Services for Business portal it is imperative for dealerships to familiarize themselves with the new processes and changes that will affect their title & registration. Join MADA VP of Public Affairs Amber Backhaus and Title Manager Aly Quinn as they discuss the upcoming changes and how dealers can prepare, improve processes, and ultimately ensure a seamless transition for both their staff and customers.

WED, November 11, 2020 | 10:00 - 11:00 a.m. | Virtual

TITLING FOR F&I

F&I Managers play an integral part of Title & Registration process. With the November roll out of the MNDRIVE e-Services for Business portal, their role has become even more vital to the success of that process and ultimately top-tier customer service.

This special training session will focus on the components and procedures that F&I Managers need to know to successfully begin the title & registration process. In addition, they will receive hands on training for the MNDRIVE eServices for business portal.

WED, November 18, 2020 | 9:00 - 11:00 a.m. | MADA Headquarters

WED, January 19, 2021 | 9:00 - 11:00 a.m. | MADA Headquarters

MNDRIVE E-SERVICES FOR BUSINESS

This live training is designed to familiarize attendees with MNDRIVE's e-Services for Business platform that will be used to process title and registration transactions.

TUE, November 17, 2020 | 8:30 - 9:30 a.m. | MADA Headquarters

WED, November 18, 2020 | 8:30 - 9:30 a.m. | MADA Headquarters

WED, December 9, 2020 | 8:30 - 9:30 a.m. | Duluth

WED, December 9, 2020 | 3:00 - 4:00 p.m. | Bemidji

THU, December 10, 2020 | 8:30 - 9:30 a.m. | Alexandria

THU, December 10, 2020 | 3:00 - 4:00 p.m. | St. Cloud

TUE, December 15, 2020 | 3:00 - 4:00 p.m. | Marshall

WED, December 16, 2020 | 8:30 - 9:30 a.m. | Mankato

WED, December 16, 2020 | 3:00 - 4:00 p.m. | Rochester

All social distancing and CDC guidelines will be observed for this training – each class will be limited to EIGHT attendees per session.

TRAINING FOR THE TIMES

Trending the Wrong Way (Part 2): How to Prevent Social Media Posts from Tainting your Dealership's Reputation

Prepare, prevent, and manage your dealership's reputation during these challenging times. Katie Jackson-Richter, VP & COO at Cuneo Advertising, will discuss and share the tools and tactics to uphold your dealership's reputation during crisis and what to do in the event your dealership reputation is under attack.

Available ON-DEMAND

Pivoting your Digital Marketing during Covid-19

The crisis brought on by COVID-19 has affected automotive retail in a unique way. Dwindling new vehicle supply, bouncing used vehicle wholesale prices, and fearful shoppers all require that dealers pivot their digital marketing strategies accordingly. This webinar will outline the questions dealers need to ask, and the recommendations they should follow, to maximize their return on investment from paid search, paid Facebook, third party classifieds, email marketing and more. Attendees will learn specific reports to request, that will help them determine where to cut, and where to double down with their digital marketing.

Available ON-DEMAND

Managing Cybersecurity Risk for Auto Dealers

Auto dealerships are prime targets for cybercriminals because of the vast quantity of customer data they collect and the volume of financial transactions that they execute. In this session, Jeff Olejnik, Wipfli's CyberTech Practice Leader, shares information on the current cyber threat landscape to dealerships and provides a list of the top tips you can implement to reduce your risk of a becoming a victim of a cyberattack.

Available ON-DEMAND

PREPARE TO TAKE YOUR DEALERSHIP FOR A MNDRIVE

PART 2

WEBINAR
WEDNESDAY,
NOVEMBER 11, 2020
10:00 A.M. – 11:45 A.M.

WITH THE UPCOMING LAUNCH OF THE MNDRIVE ESERVICES FOR BUSINESS PORTAL, IT IS IMPERATIVE FOR DEALERSHIPS TO FAMILIARIZE THEMSELVES WITH THE CHANGES THAT WILL AFFECT THEIR TITLE & REGISTRATION PROCESS.

Join MADA VP of Public Affairs Amber Backhaus and Title Manager Aly Quinn as they discuss the upcoming changes and potential challenges. And how dealers can prepare, improve processes, and ultimately ensure a seamless transition for both dealership staff and customers.

This webinar will address:

- Specific statute and process changes.
- Difficulties dealers can anticipate and ways to overcome them.
- Best practices for efficiency in the Title & Registration process.

At the conclusion of the webinar, attendees will have the opportunity to 'virtually breakout' and learn more about the participating EVTR providers allowing for participants to identify solutions that would work best for their dealership.

YOUR PRESENTERS



Amber Backhaus
MADA Vice President
of Public Affairs



Aly Quinn
MADA Title Manager

EVTR PARTICIPANTS



REGISTER TODAY AT WWW.MADA.ORG

Ice Melt Pricing 2020

Metro Area Freight Terms: Lynde Truck

1 pallet ~ Free Delivery! ▪ Less than pallet, full freight.

Out of Town Freight Terms:

2 pallets ~ Free Delivery ▪ 1 pallet ~ \$50 Charge ▪ Less than pallet, full freight.

A Professional

Effective to -16° F ▪ A 4way blend of tech-grade Calcium, Magnesium, Potassium and Sodium Chlorides ▪ The flat granular shape allows it to cling to sidewalks and begin the melting process very quickly



* 50 lb. Bag (50 bags/pallet)	50 bags	\$11.33/bag
	100 bags	\$11.10/bag
<i>Special - Order before December 1st</i>	<i>50 bags</i>	<i>\$10.99/bag</i>

B Rock Salt

Ice Warrior works down to 0°F ▪ Blend of Sodium Chloride and Potassium Chloride ▪ Inexpensive, yet effective ice and snow melting product ▪ Premium Medium Grade Salt ▪ Better than Rock Salt at the same price!



* 50 lb. Bag (49 bags/pallet)	49 bags	\$10.00/bag
	98 bags	\$9.95/bag
	294+ bags	\$9.60/bag

C Supreme

Melts to -12° F ▪ Sodium, Magnesium, and Calcium Chlorides ▪ Enhanced with an ACM (Engage) ▪ Non - Tracking ▪ Environmentally Friendly ▪ Rust Inhibitor



* 50 lb. Bag (49 bags/pallet)	49 bags	\$10.08/bag
	98 bags	\$9.70/bag
<i>Special - Order before December 1st</i>	<i>50 bags</i>	<i>\$9.65/bag</i>

D Calcium Chloride

Excel or Peladow ▪ Effective in temperatures as low as -25° F ▪ Melts faster than blended deicers or rock salt – strongest product on the market ▪ 94% Calcium Chloride- Heats rapidly to 180° F



* 50 lb. Bag (50 bags/pallet)	50 bags	\$15.87/bag
<i>Special - Order before December 1st</i>	<i>50 bags</i>	<i>\$14.99/bag</i>

E Triple Melt (Close-Out Special – While Supplies Last)

Melts to -12° F ▪ A combination of Calcium Chloride, Sodium Chloride and Activar, a specially formulated ice melting accelerator ▪ Same as Lynde Multi-Melt



* 50 lb. Bag (50 bags/pallet)	50 bags	\$11.80/bag
	100 bags	\$11.40/bag

- Continued -

J Windshield Washer Fluid



Splash Blue -20 6x1 Gallon Case (35 cases/pallet)		
10 - 34 cases		\$11.88/case (\$1.98/gal.)
35 cases		\$11.70/case (\$1.95/gal.)
70+ cases		\$10.86/case (\$1.81/gal.)



Splash Blue -20 55 Gallon Drum (\$15.00 Drum Deposit)		
1 - 3 drums		\$75.35/drum (\$1.37/gal.)
4+ drums		\$70.95/drum (\$1.29/gal.)

Splash Ultimate -35 6x1 Gallon Case (35 cases/pallet)		
10 - 34 cases		\$16.08/case (\$2.68/gal.)
35+ cases		\$15.18/case (\$2.53/gal.)

K Spreaders



50lb Commercial Grade Broadcast Spreader - Model 2150

50 lb. hopper capacity – rustproof poly construction ▪ 13" pneumatic stud tires ▪ Ev-N-Spread 3-hole drop shutoff system ▪ Super-duty gearbox for long life **Only \$210**



100lb Commercial Grade Broadcast Spreader - Model 2170

100 lb. hopper capacity – rustproof poly construction ▪ 13" pneumatic stud tires ▪ Ev-N-Spread 3-hole drop shutoff system ▪ Super-duty gearbox for long life ▪ 2 position adjustable **Only \$230**



80lb Chapin Professional Spreader – Model CHA82088B

50 lb. hopper capacity – rustproof poly construction ▪ 13" pneumatic stud tires ▪ Ev-N-Spread 3-hole drop shutoff system ▪ Super-duty gearbox for long life **Only \$220**



100lb Chapin Professional Spreader – Model CHA82108B

100 lb. hopper capacity – rustproof poly construction ▪ 13" pneumatic stud tires ▪ Ev-N-Spread 3-hole drop shutoff system ▪ Super-duty gearbox for long life ▪ 2 position adjustable **Only \$330**

- Continued -

F Green Scapes

Melting Power of -10° F ■ 100% IceBan Coverage ■ Environmentally Friendly - Safe for vegetation and concrete ■ Encased with color indicator to prevent dual applications



* 50 lb. Bag (50 bags/pallet)

50 bags

\$12.58/bag

G Magnesium Chloride

IceAway Max Green ■ Effective in temperatures as low as -15 F ■ Safe for contact with people, animals, lawns and concrete when used as directed.



* 50 lb. Bag (50 bags/pallet)

50 bags

\$16.20/bag

Special - Order before December 1st

50 bags

\$15.82/bag

H Lightening Melt (Close-Out Special – While Supplies Last)

Extreme Melting Power to -20° F with quick burn and long lasting effect ■ Pre-treated with Magnesium Chloride, Organic Carbohydrate base additive and coated with a corrosion inhibitor ■ Aqua color for improved visual spreading ■ Safer for pets, plants, and equipment ■ Reduces application rates by up to 50%



* 50 lb. Bag (50 bags/pallet)

50 bags

\$9.50/bag

100 bags

\$9.00/bag

I Eco-Guard Liquid Ice Melt

Potassium Acetate-Based ■ Readily biodegradable and does not contain chlorides or nitrogen ■ Meets FAA specifications for taxiways and runways, municipal sidewalks, roads and bridges and parking lots ■ Effective to - 75° F (depending on amount of precipitation and number of applications)

* 5 Gallon Pail (24 pails/pallet)

\$60.20/bag

Great Same Day or Next Day Delivery **FREE Delivery in Minnesota of orders in pallet quantities!**

Metro Freight Terms Lynde Truck

1 pallet ~ Free Delivery!
Less than pallet, full freight

Out of Town Freight Terms:

2 pallets ~ Free Delivery!
1 pallet ~ \$50 Charge
Less than pallet, full freight

ORDER FORM

QUANTITY ORDERED

A. PROFESSIONAL ICE MELT 50 LB. BAG	
B. ROCK SALT 50 LB. BAG	
C. SUPREME 50 LB. BAG	
D. CALCIUM CHLORIDE 50 LB. BAG	
E. TRIPLE MELT 50 LB. BAG	
F. GREEN SCAPES 50 LB. BAG	
G. MAGNESIUM CHLORIDE 50 LB. BAG	
H. LIGHTENING MELT 50 LB. BAG	
I. ECO-GUARD LIQUID ICE MELT 5 GALLON PAIL	
J. WINDSHIELD WASHER FLUID CASES - SPLASH	
WINDSHIELD WASHER FLUID 55 GALLON DRUM - SPLASH	
WINDSHIELD WASHER FLUID - SPLASH ULTIMATE	
K. 50lb MODEL 2150 POLY HOPPER BROADCAST SPREADER	
100lb MODEL 2170 COMMERCIAL BROADCAST SPREADER	
80lb MODEL CHA82088B PROFESSIONAL BROADCAST SPREADER	
100lb MODEL CHA82108B PROFESSIONAL BROADCAST SPREADER	

DATE	DEALERSHIP	
ADDRESS	CITY	ZIP
CONTACT	PHONE	PO

FAX ORDERS TO MADA SERVICES 651-291-2894



200 LOTHENBACH AVE.
WEST ST. PAUL, MN 55118-3505
651-291-2400 • 800-652-9029 • Fax: 651-291-2894
www.mada.org