



News

November 2020

Title and Registration News

MNDRIVE Launched

On November 16, MNDRIVE successfully launched and dealers will now interact with Driver and Vehicle Services (DVS) through e-Services for Business. This portal, used to process vehicle titles and registrations and manage dealer licenses, handled over 850 completed title applications on day one. MADA has not heard of any major problems with the MNDRIVE system since it launched.

However, if you run into issues, please don't hesitate to contact MADA with a description of the issue at titleandregistration@mada.org.

Pilots with four electronic vehicle title and registration (EVTR) vendors also got underway with a handful of dealers on November 16. EVTR will streamline title work for dealers by minimizing data entry in the F&I office. If the pilots go successfully, EVTR will be made available in mid-January to all dealers.

MNDRIVE Tour Coming

To help dealers get comfortable navigating the new MNDRIVE system, MADA has an expert on staff who will be touring Minnesota throughout January to provide continued training opportunities. MADA Title Manager Aly Quinn will be in several cities conducting MNDRIVE e-Services for Business Training. This one-hour training will cover various hands-on scenarios seen in dealership title and registration transactions and demonstrate how to properly process them in the portal.

In addition, Certified Title and Registration training, which is a requirement for dealerships who choose to partner with an EVTR vendor, will also be included in the tour.

Dates and locations for the tour will be posted at <https://www.mada.org/training/MNDRIVETour>. Due to COVID and technological limitations, seating will be limited in each location.

Thank you to our sponsors:



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

Driving Wellness



Get HealthSafe with Medica

For those of you participating in the MADA Medica Association Health Plan (AHP) or any other Medica plan, starting November 13, there is a new login experience for MyMedica.com.

MyMedica.com is the one-stop resource for information members need to manage their health plan benefits including My Health Rewards. Members with an existing MyMedica.com account will be prompted to create their new HealthSafe® username and password when they log in to their account. If members change Medica plans in the future, they will use the same HealthSafe ID to access their new plan information. For those of you working at dealerships which offer more than one Medica plan, should you change plans effective January 1, you will retain the same HealthSafe ID.

To create a new HealthSafe ID, members will:

1. Log in to MyMedica.com using existing username and password.
2. After the prompt, create a new HealthSafe ID. Enter a username and password, email address and how you would like to confirm your identity (email, call, text).
3. Confirm your identity by the method you chose (email, call, text).
4. Continue to your account.
5. Use your new HealthSafe ID to log in to your account going forward.

If you have questions about creating your HealthSafe ID, you can call Medica Technical Support at 1-877-844-4999, 24 hours a day, 7 days a week.



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*

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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>

MADA News

MADA Membership Renewals Underway

Invoices for MADA dues have been sent and should have arrived at your dealership. Please be sure to pay promptly to ensure your spot in the *2021 Yearbook*, MADA's annual member directory. Thank you for your membership and confidence in your dealer association!

MADA News



Look out for The Minor Event!

Coming in January 2021

2020. The COVID pandemic. Civil unrest. A contentious election. Murder hornets. Quarantining. No MADA Main Event...

As we turn the corner on 2020, MADA says, "Good riddance," and plans to mark the occasion with The Minor Event, a toned-down, scaled-back, virtual version of our annual member event to be held in January 2021.

Watch your e-mail for more details. We hope to see you for some fun and merriment next year!

Tis the Season for Open Enrollment!

Open Enrollment is the time when you may join a health plan or add dependents. Starting now through December, MADA Insurance is accepting enrollment forms for the MADA Medical Association Health Plan (AHP) plans and MADA Delta Dental plans. Detailed information has been mailed to participating dealerships.

Regulatory News



California Cars

Keep the Names Coming

The Minnesota Pollution Control Agency (MPCA) announced its goal is to start the rulemaking on adoption of California motor vehicle emissions standards in

late fall of 2021. With that time upon us, it's critical we collect as many names of opponents to the proposed rule as possible.

Thank you to the dealerships that have collected signatures from employees and customers at your stores or encouraged online signatures. For those that haven't, now is the time. Our goal is to demonstrate to the agency the overwhelming opposition to this idea.

Paper versions of the petition can be found at <https://bit.ly/CAvsMN> or share the link to the online version with friends and colleagues: <https://actnow.io/QkyjjmQ>.

FAQ

Q: Is there a quick guide I can reference for what to do when an employee tests positive for COVID-19, or what to do when an employee reports that they had close contact with someone who has COVID-19?

A: Yes. If an employee tests positive for COVID-19, refer to:
<https://www.health.state.mn.us/diseases/coronavirus/sickemployee.pdf>

If an employee reports that they had close contact with someone who has COVID-19, refer to:
<https://www.health.state.mn.us/diseases/coronavirus/returntowork.pdf>

Status Quo Maintained at Minnesota Legislature

After much speculation about how the 2020 election would change the Minnesota Legislature, we have learned: not much. Republicans continue to control the Minnesota Senate and Democrats the Minnesota House, meaning that Minnesota is again the only state in the nation with a divided legislature. The rank-and-file members also re-elected their leadership with Paul Gazelka (R-Nisswa) heading the Senate Republicans, Susan Kent (DFL-Woodbury) as Senate Minority Leader, Melissa Hortman (DFL-Brooklyn Park) as House Speaker, and Kurt Daudt (R-Crown) as House Minority Leader.

Unfortunately for Senate Majority Leader Gazelka, his party only has a one-seat cushion of 34-33, which will make managing Senate business tricky. Democrats were hopeful they'd flip control of the body, but the gains they made in three Senate seats were countered by two Republican pick-ups. Seats that changed party control include:

- College professor Aric Putnam (DFL-St. Cloud) defeated Senator Jerry Relph (R-St. Cloud) in Senate District 14.
- Union carpenter Gene Dornink (R-Hayfield) defeated Senator Dan Sparks (DFL-Austin) in Senate District 27.
- Engineer and educator Ann Johnson Stewart (DFL-Plymouth) won the Senate seat of retiring Senator Paul Anderson (R-Plymouth) for Senate District 44.
- Non-profit executive Lindsey Port (DFL-Burnsville) defeated Senator Dan Hall (R-Burnsville) for Senate District 56.
- Veteran and small business owner Zach Duckworth (R-Lakeville) defeated Senator Matt Little (DFL-Lakeville) for Senate District 58.

In the Minnesota House, Republicans picked up five seats, boosting their numbers to 64 but short of the nine seats they needed to regain control. Candidates who beat DFL incumbents include:

- Former Representative and resort owner Matt Bliss (R-Pennington) defeated Representative John Persell (DFL-Bemidji) for House District 05A.
- Retired registered nurse Susan Akland (R-St. Peter) appears to have defeated Representative Jeff Brand (DFL-St. Peter) for House District 19A.
- High school teacher Patty Mueller (R-Austin) defeated Representative Jeanne Poppe (DFL-Austin) for House District 27B.
- Restaurant owner Keith Franke (R-St. Paul Park) defeated Representative Anne Claflin (DFL-South St. Paul) for House District 54A.
- Business owner Erik Mortensen (R-Shakopee) defeated Representative Brad Tabke (DFL-Shakopee) for House District 55A.

In the coming weeks, legislative leadership will be creating committee structures and assigning chairs to lead them. More details will be available in next month's *MADA News*.

Minnesota Auto Outlook

Released by:
Minnesota Automobile
Dealers Association

Covering the Minnesota automotive market

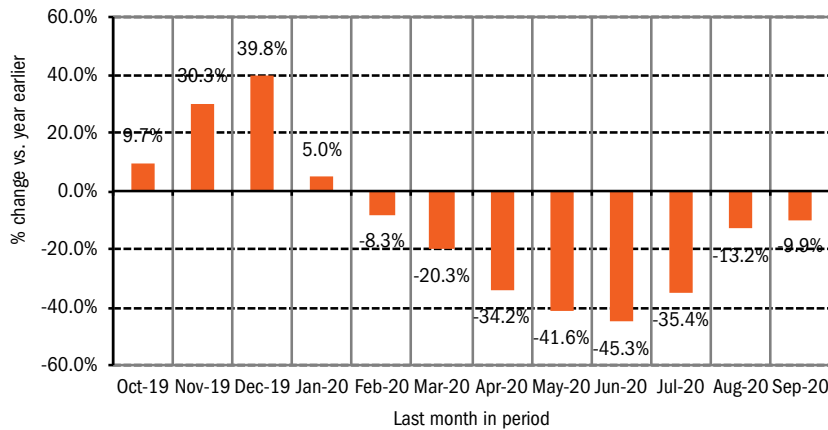
Data thru September 2020

Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru Sep.			YTD Market Share		
	8/19 and 9/19	8/20 and 9/20	% change	YTD '19	YTD '20	% change	YTD '19	YTD '20	change
Industry Total	39,575	40,112	1.4%	176,604	133,883	-24.2%			
Cars	6,565	5,230	-20.3%	30,531	18,047	-40.9%	17.3	13.5	-3.8
Light Trucks	33,010	34,882	5.7%	146,073	115,836	-20.7%	82.7	86.5	3.8

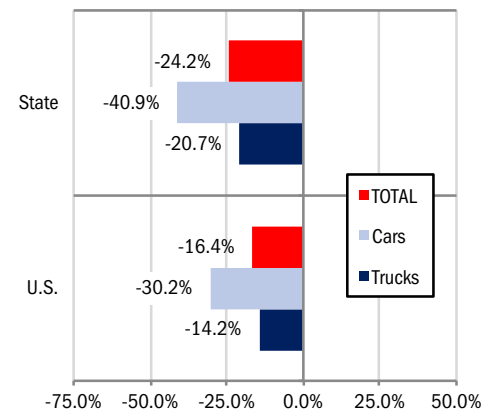
Data Source: AutoCount data from Experian. Historical figures were revised by Experian and will differ from those shown in previous releases.

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



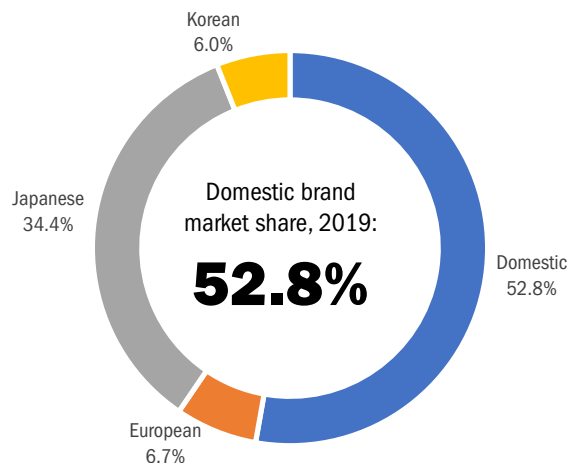
The graph above provides a clear picture of the trending direction of the state market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate 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 September vs. YTD 2019

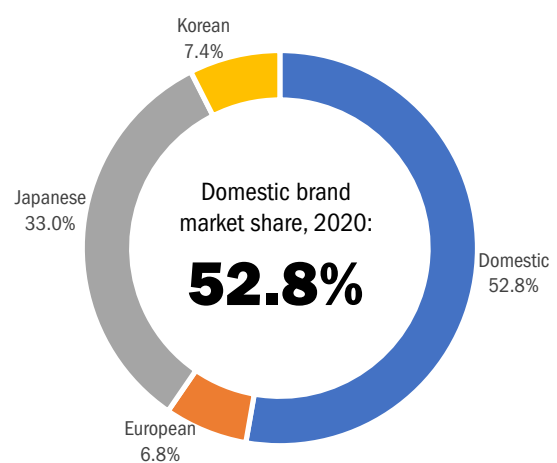


The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. Data Source: AutoCount data from Experian.

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



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



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 September 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.

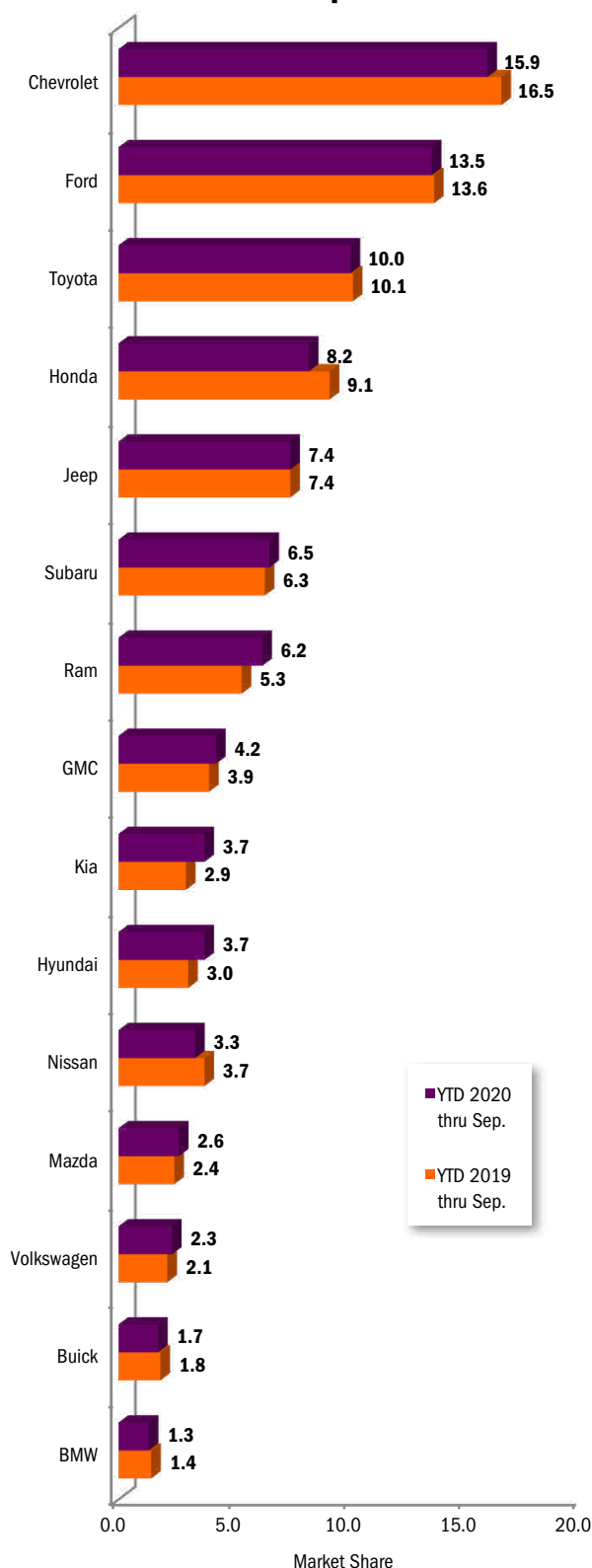
Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019 thru Sep.	YTD 2020 thru Sep.	% change	YTD 2019 thru Sep.	YTD 2020 thru Sep.
Acura	1,066	771	-28%	0.6%	0.6%
Alfa Romeo	120	61	-49%	0.1%	0.0%
Audi	2,097	1,301	-38%	1.2%	1.0%
BMW	2,413	1,696	-30%	1.4%	1.3%
Buick	3,240	2,244	-31%	1.8%	1.7%
Cadillac	1,023	758	-26%	0.6%	0.6%
Chevrolet	29,067	21,229	-27%	16.5%	15.9%
Chrysler	1,357	873	-36%	0.8%	0.7%
Dodge	2,597	1,665	-36%	1.5%	1.2%
FIAT	75	42	-44%	0.0%	0.0%
Ford	24,014	18,079	-25%	13.6%	13.5%
Genesis	80	74	-8%	0.0%	0.1%
GMC	6,884	5,569	-19%	3.9%	4.2%
Honda	16,156	10,970	-32%	9.1%	8.2%
Hyundai	5,381	4,935	-8%	3.0%	3.7%
Infiniti	547	231	-58%	0.3%	0.2%
Jaguar	130	95	-27%	0.1%	0.1%
Jeep	13,136	9,918	-24%	7.4%	7.4%
Kia	5,209	4,960	-5%	2.9%	3.7%
Land Rover	354	379	7%	0.2%	0.3%
Lexus	1,787	1,292	-28%	1.0%	1.0%
Lincoln	865	903	4%	0.5%	0.7%
Maserati	36	19	-47%	0.0%	0.0%
Mazda	4,277	3,440	-20%	2.4%	2.6%
Mercedes	1,458	1,221	-16%	0.8%	0.9%
MINI	231	186	-19%	0.1%	0.1%
Mitsubishi	1,473	841	-43%	0.8%	0.6%
Nissan	6,578	4,479	-32%	3.7%	3.3%
Other	36	39	8%	0.0%	0.0%
Porsche	263	199	-24%	0.1%	0.1%
Ram	9,356	8,252	-12%	5.3%	6.2%
Subaru	11,109	8,698	-22%	6.3%	6.5%
Tesla	1,700	1,151	-32%	1.0%	0.9%
Toyota	17,844	13,431	-25%	10.1%	10.0%
Volkswagen	3,765	3,051	-19%	2.1%	2.3%
Volvo	880	831	-6%	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 September vs. YTD 2019



Data Source: AutoCount data from Experian.

Member News

Ryan Wuerflein, Charlee Markquart, and John Markquart have purchased *Motor Inn Company*. The dealership has been renamed *Wuerflein Honda*.



Services News

Get Your Temp Permit Stock from MADA Services

Make sure you order the new paper stock needed to print the 21-day and 31-day temp tags generated in the MNDRIVE vehicle and registration system. MADA has the stock available for purchase.

The paper for vehicles is item# MADA-TTAG-VEHICLE and includes 100 sheets per pack; for motorcycles, it's item# MADA-TTAG-MOTORCYCLE and has 50 sheets per pack.

Contact your MADA Services salesperson or call 651-291-2400 to make your order.

The books of yellow permits are being phased out but can still be used through December 31, 2020.



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

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.

TUE, January 19 | 1:00 - 3:30 p.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, January 12, 2021 | 10:00 a.m. - 4:30 p.m. | Duluth

WED, January 20, 2021 | 9:00 a.m. - 3:30 p.m. | MADA Headquarters

WED, January 27, 2021 | 10:00 a.m. - 4:30 p.m. | Rochester

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

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, 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, January 12, 2021 | 8:30 - 9:30 a.m. | Duluth

WED, January 13, 2021 | 3:00 - 4:00 p.m. | Bemidji

THU, January 14, 2021 | 8:30 - 9:30 a.m. | Alexandria

THU, January 14, 2021 | 3:00 - 4:00 p.m. | St. Cloud

THU, January 21, 2021 | 8:30 - 9:30 a.m. | MADA Headquarters

THU, January 21, 2021 | 3:00 - 4:00 p.m. | MADA Headquarters

TUE, January 26, 2021 | 8:30 - 9:30 a.m. | Marshall

TUE, January 26, 2021 | 3:00 - 4:00 p.m. | Mankato

WED, January 27, 2021 | 8:30 a.m. - 9:30 a.m. | Rochester

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

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 becoming a victim of a cyberattack.

Available ON-DEMAND



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!

MADA
Services Incorporated
651-291-2400 800-652-9029

Uncover Sales!

Clear the Way for Sales

General managers and sales managers cringe at the thought of a snow storm. They lose valuable selling time during and after a storm while vehicles are hidden beneath a blanket of snow. These managers know how important it is to uncover their vehicles to meet sales goals.

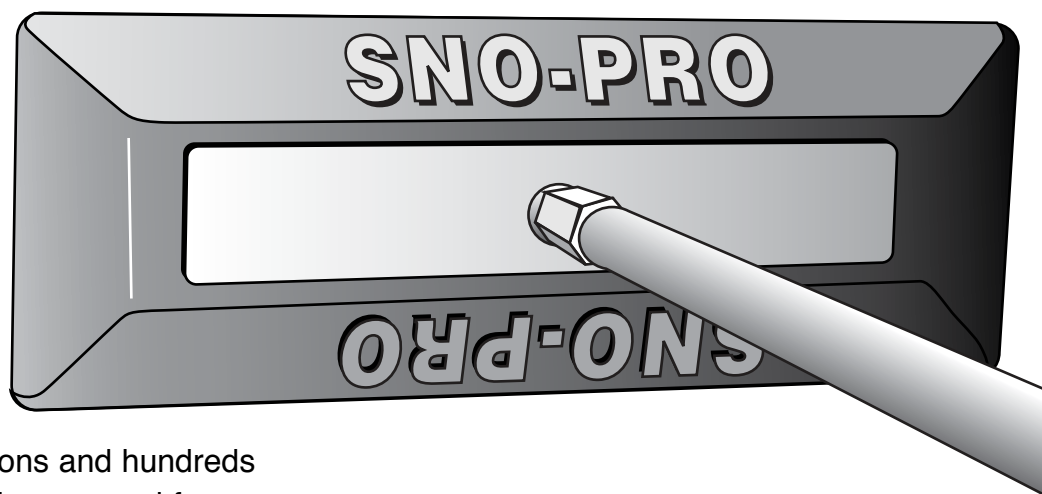
The SNO PRO snow broom enables dealerships to clear vehicles completely, quickly and without scratching paint or damaging accessories.

Commercial Quality

The molded head is made of industrial grade polyethylene foam that endures harsh conditions and hundreds of vehicle clearings. SNO PRO is approved for use on Class A finishes and received the highest ratings possible from an independent testing lab for non-abrasiveness, freeze resistance and durability. Manufactured with standard threads, SNO PRO can be used with your current inventory of broom handles or with extension handles for high roofs.

A Proven Time Saver

Dealership lot crews work faster and more efficiently because SNO PRO's 5.75" x 17" molded head and high impact face plate weigh only 8 ounces. The light weight avoids costly damage to paint and accessories a heavier broom can cause.



DEALERSHIP

CONTACT

PO

PHONE

**FAX ORDER
TO MADA @
651-291-2894**

ITEM	QTY	UNIT	TOTAL
		PRICE	
SNOPRO	1	20.80	
	5	18.55	
	10	18.00	
	20	17.65	



MNDRIVE TOUR

WITH THE LAUNCH OF MNDRIVE'S E-SERVICES FOR BUSINESS PORTAL ON NOVEMBER 16, MADA WANTS TO MAKE SURE THAT YOUR DEALERSHIP IS EQUIPPED WITH THE TRAINING AND CONFIDENCE YOU NEED TO NAVIGATE THE CHANGES COMING YOUR WAY.

THE MNDRIVE TOUR FEATURES 2 CLASSES:

E-SERVICES FOR BUSINESS TRAINING

Learn to comfortably navigate MNDRIVE's e-Services for Business portal to process motor vehicle paperwork by putting attendees in the driver's seat. It will cover various scenarios seen in dealership title and registration transactions and demonstrate how to properly process those scenarios in the portal.

CERTIFIED TITLE & REGISTRATION PROGRAM

The Certified Title & Registration Program consists of three separate classes: Sales Tax, New to State, and Minnesota Titles and Transfers.

These classes have been curated to provide the vital skills and knowledge necessary for optimal performance in the titling and registration department.

**PRESENTED BY:
ALY QUINN
MADA TITLE MANAGER**



**REGISTER
AT
MADA.ORG**

COMING TO A LOCATION NEAR YOU!

DULUTH BEMIDJI ALEXANDRIA ST. CLOUD

WEST ST. PAUL MARSHALL MANKATO ROCHESTER



MNDRIVE TOUR

**MNDRIVE E-SERVICES FOR BUSINESS | TUESDAY, JANUARY 12, 2021
DULUTH**

**CERTIFIED TITLE & REGISTRATION | TUESDAY, JANUARY 12, 2021
DULUTH**

**MNDRIVE E-SERVICES FOR BUSINESS | WEDNESDAY, JANUARY 13, 2021
BEMIDJI**

**MNDRIVE E-SERVICES FOR BUSINESS | THURSDAY, JANUARY 14, 2021
ALEXANDRIA**

**MNDRIVE E-SERVICES FOR BUSINESS | THURSDAY, JANUARY 14, 2021
ST. CLOUD**

**CERTIFIED TITLE & REGISTRATION | WEDNESDAY, JANUARY 20, 2021
MADA - WEST ST. PAUL**

**MNDRIVE E-SERVICES FOR BUSINESS | THURSDAY, JANUARY 21, 2021
MADA - WEST ST. PAUL**

**MNDRIVE E-SERVICES FOR BUSINESS | TUESDAY, JANUARY 26, 2021
MARSHALL**

**MNDRIVE E-SERVICES FOR BUSINESS | TUESDAY, JANUARY 26, 2021
MANKATO**

**MNDRIVE E-SERVICES FOR BUSINESS | WEDNESDAY, JANUARY 27, 2021
ROCHESTER**

**CERTIFIED TITLE & REGISTRATION | WEDNESDAY, JANUARY 27, 2021
ROCHESTER**



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