

MADA News

Building Momentum against California Cars

Since summer began, MADA's Drive Away California Cars campaign has been building momentum. During June, MADA publicly released survey results showing how universally loathed the proposal is, garnering radio interviews on stations across Minnesota. A number of local chambers of commerce have now passed resolutions against the Walz Administration's plan to adopt California's tailpipe admission standards via rulemaking, and four more papers have run op-eds lambasting the idea. The increased spotlight on the proposal has resulted in over 1,000 Minnesotans signing the petition to oppose Minnesota's adoption of California Car standards, but we need to keep up the momentum.

At its summer board meeting, the MADA Board of Directors voted to ask members to contribute to a campaign to amplify messaging against the rule. Funds will be used to launch a major radio and digital advertising campaign to make sure Minnesotans know about the proposal and weigh in against it when the official comment period on the rule opens in the fall.

We hope you will consider this request – and keep the signed petitions coming in order to ensure that Minnesota's new vehicle market isn't beholden to the whims of California bureaucrats.



The increased spotlight on the proposal has resulted in over 1,000 Minnesotans signing the petition

inside

Support CAR PAC

Take a MNDRIVE Minute

TIME Dealer of the Year
Solicitations

upcoming events

aug 12 Trending the Wrong Way (Part 2)
Virtual

aug 12 Title Basics
Virtual

aug 18 Pivoting your Digital Marketing during COVID-19
Virtual

aug 19 Certified Title & Registration
MADA Headquarters

visit

www.mada.org

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

MADA News

Now Accepting 2021 TIME Dealer of the Year Nominations

The MADA Selection Committee is now accepting nominations for the 2021 TIME Dealer of the Year Award.

To qualify, dealers must have been an active member of MADA and the National Automobile Dealers Association for the past five years and

work in his or her dealership at least 60% of the time it is open.

Nomination forms are available through MADA at 651-291-2400 and must be submitted to Scott Lambert by Wednesday, July 29.

MADA News

my.mada.org reminder

my.mada.org is now live! Contacts at all MADA member dealerships should have received an email with information about how to login and take advantage of MADA's new system.

If you have not yet logged into the system and your temporary password has expired, you can use the forgot password function to set a new one and login.

The new password-protected system allows you to manage your dealership's MADA membership and to register and pay online for training and



MADA events. It also provides a platform to update organization and individual contact information to ensure phone numbers, addresses, emails, and websites are current. Invoices for membership dues, training, and events will look different in my.mada.org.

Any questions regarding my.mada.org can be sent to Becca Scholz at becca@mada.org or call 651-789-2934.



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

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



MADA News

MADA's Main Event Postponed

At its summer board meeting, the MADA Board of Directors voted to postpone holding The Main Event, MADA's annual membership celebration and luncheon, until the spring of 2021.

**IT'S
NEVER
TOO LATE
TO SAVE
MONEY!**

Get a quote from
MADA Insurance
today and see how
your dealership
can save money on
health insurance
premiums.

MADA
Insurance Incorporated
&
MEDICA

Contact Sue Fluegel (sue@mada.org)
for more information and visit
<http://mada.welcometomedica.com/home>

Service News

Save Money with MADA Insurance

Don't miss a chance to save money by getting a quote from Medica, the new partner of MADA Insurance. All dealerships are eligible to receive a quote. Before your current group health insurance policy renews, please contact MADA Insurance for information on obtaining a quote. Dealerships which left the MADA BCBS plan within the past three years are eligible to receive a MADA Medica Association Health Plan quote.

Election News

Intense Election for Control of the Minnesota Legislature

This November, all 201 state legislative seats are on the ballot, and there will be an intense battle to determine which party will control them. Minnesota is the only state in the country with a divided legislature. Currently, Republicans hold the Senate 35-32, and Democrats control the House 75-59. Democrats are targeting 10 suburban Senate seats that Hillary Clinton won in 2016 to gain control, while the path back to the majority is much tougher for House Republicans to climb.

Regardless of which party comes out on top, it's critical for MADA that we have pro-dealer majorities in both bodies. You can help us by donating to CAR PAC, which is focused on electing candidates who support the industry. Please make donation today (personal contributions only) at <https://my.mada.org/pac-contribution>, or contact MADA Vice President of Public Affairs Amber Backhaus for more information at 651-789-2949.

Title & Registration News

Take a MNDRIVE Minute

Earlier this month, the Driver & Vehicle Services (DVS) training team held the first of its *MNDRIVE Minute* demo webinars. MADA Title Manager Aly Quinn took the wheel and gave dealers a look at the new e-Services portal. Then dealers had the opportunity to communicate with team reps and get their questions answered in real time. *MNDRIVE Minute* demo webinars will continue each month to allow users to become familiar with the required e-Services portal before the rollout date of November 16, 2020.

The webinars are available to all dealership staff who process the annual dealer license renewal, run a basic motor vehicle inquiry, or process vehicle title applications and temporary permits. You are encouraged to attend as many of these sessions as possible as capabilities are continually being updated. Please take advantage of these opportunities so you are prepared for the launch of MNDRIVE on November 16, 2020.

Minnesota Auto Outlook

Released by:
Minnesota Automobile
Dealers Association

Covering the Minnesota automotive market

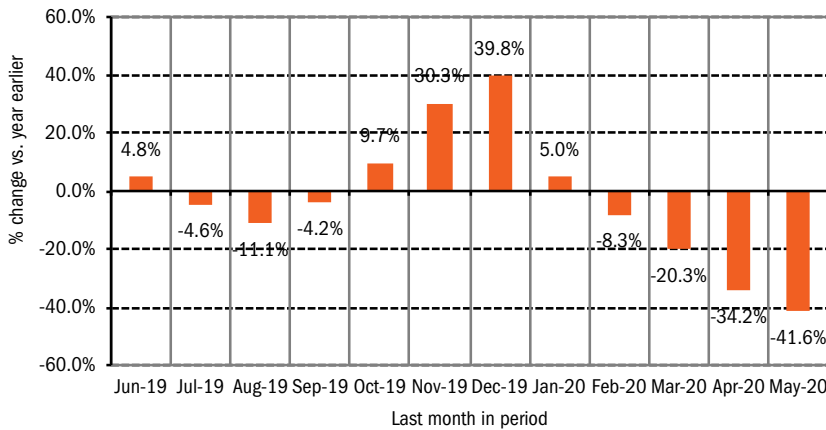
Data thru May 2020

Minnesota New Retail Car and Light Truck Registrations

	Most Recent Two Months			YTD thru May			YTD Market Share		
	4/19 and 5/19	4/20 and 5/20	% change	YTD '19	YTD '20	% change	YTD '19	YTD '20	change
Industry Total	41,405	23,723	-42.7%	97,943	68,797	-29.8%			
Cars	7,315	3,460	-52.7%	17,008	9,340	-45.1%	17.4	13.6	-3.8
Light Trucks	34,090	20,263	-40.6%	80,935	59,457	-26.5%	82.6	86.4	3.8

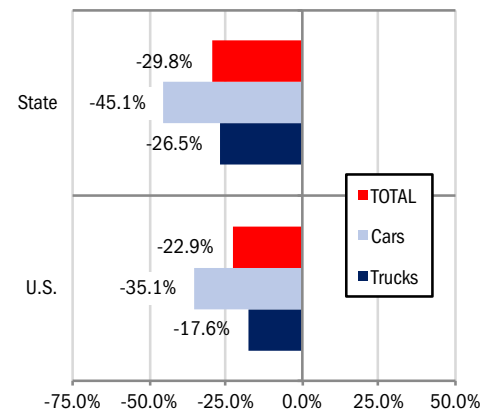
Data Source: AutoCount data from Experian.

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



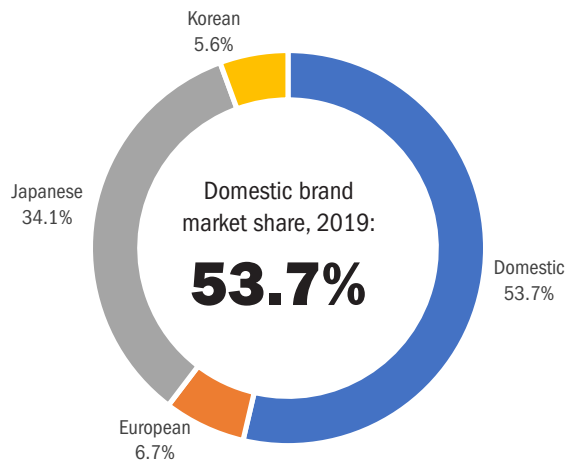
The graph above provides a clear picture of the trending direction of the state market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate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

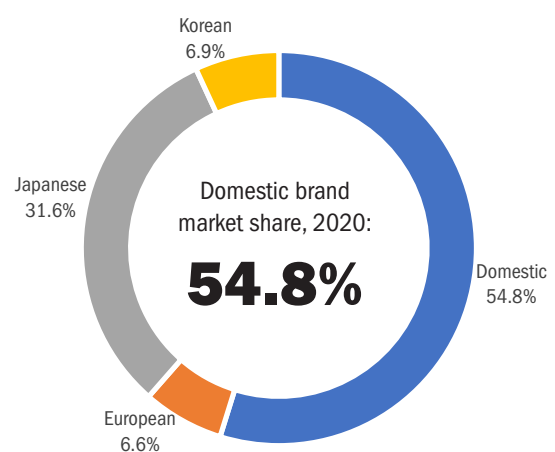


The graph above compares the change in new retail car and light truck registrations in both the state and U.S. markets. Data Source: AutoCount data from Experian.

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



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



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 may 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.

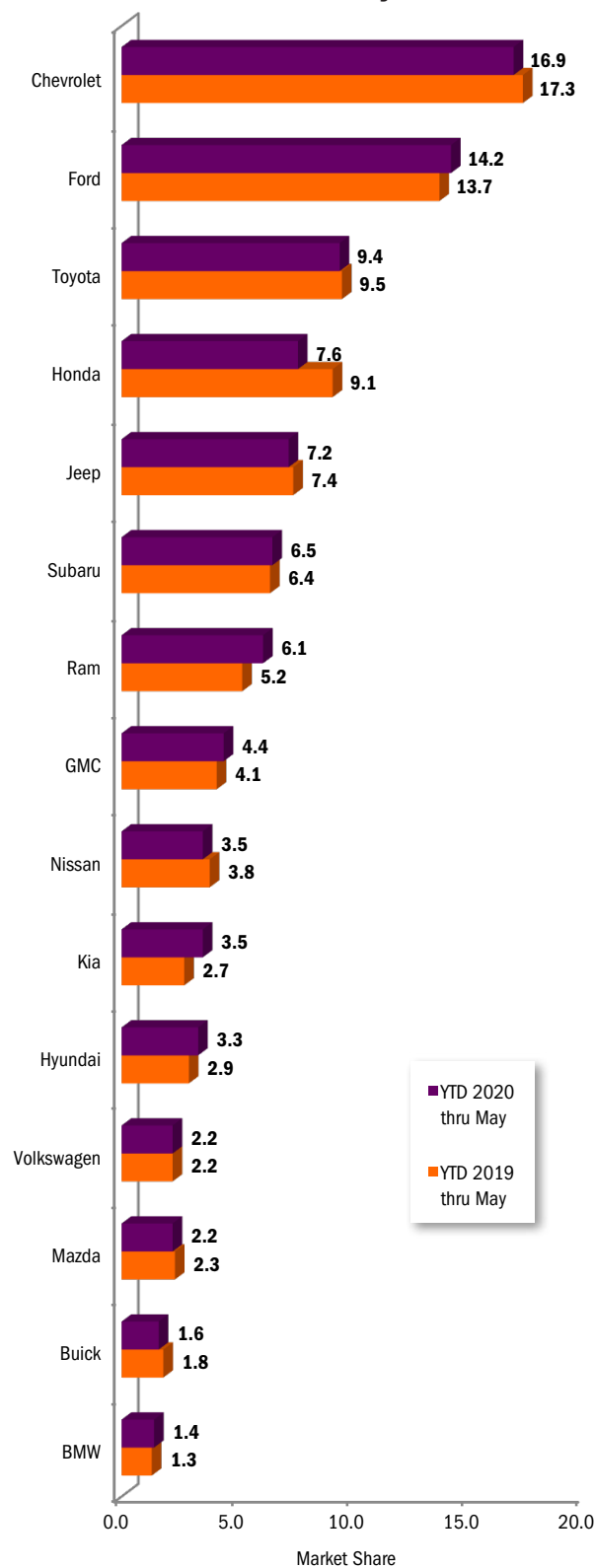
Minnesota New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD 2019 thru May	YTD 2020 thru May	% change	YTD 2019 thru May	YTD 2020 thru May
Acura	614	379	-38%	0.6%	0.6%
Alfa Romeo	58	31	-47%	0.1%	0.0%
Audi	1,179	661	-44%	1.2%	1.0%
BMW	1,276	932	-27%	1.3%	1.4%
Buick	1,798	1,114	-38%	1.8%	1.6%
Cadillac	565	458	-19%	0.6%	0.7%
Chevrolet	16,921	11,658	-31%	17.3%	16.9%
Chrysler	712	412	-42%	0.7%	0.6%
Dodge	1,387	923	-33%	1.4%	1.3%
FIAT	39	19	-51%	0.0%	0.0%
Ford	13,396	9,777	-27%	13.7%	14.2%
Genesis	36	34	-6%	0.0%	0.0%
GMC	4,047	3,051	-25%	4.1%	4.4%
Honda	8,933	5,246	-41%	9.1%	7.6%
Hyundai	2,801	2,284	-18%	2.9%	3.3%
Infiniti	331	127	-62%	0.3%	0.2%
Jaguar	81	49	-40%	0.1%	0.1%
Jeep	7,206	4,973	-31%	7.4%	7.2%
Kia	2,637	2,426	-8%	2.7%	3.5%
Land Rover	200	165	-18%	0.2%	0.2%
Lexus	1,027	681	-34%	1.0%	1.0%
Lincoln	431	496	15%	0.4%	0.7%
Maserati	18	13	-28%	0.0%	0.0%
Mazda	2,256	1,515	-33%	2.3%	2.2%
Mercedes	803	616	-23%	0.8%	0.9%
MINI	124	95	-23%	0.1%	0.1%
Mitsubishi	922	483	-48%	0.9%	0.7%
Nissan	3,681	2,415	-34%	3.8%	3.5%
Other	19	20	5%	0.0%	0.0%
Porsche	135	71	-47%	0.1%	0.1%
Ram	5,097	4,209	-17%	5.2%	6.1%
Subaru	6,258	4,490	-28%	6.4%	6.5%
Tesla	994	637	-36%	1.0%	0.9%
Toyota	9,337	6,436	-31%	9.5%	9.4%
Volkswagen	2,156	1,484	-31%	2.2%	2.2%
Volvo	468	417	-11%	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 May vs. YTD 2019



Data Source: AutoCount data from Experian.

DURING THIS EXTRAORDINARY TIME IN OUR HISTORY, WE ARE ALL WORKING TO REACT APPROPRIATELY TO EVENTS AND CONCERNS AROUND THE COVID-19 HEALTH CRISIS AND THE CURRENT SOCIAL AND POLITICAL CLIMATES. MADA IS COMMITTED TO OFFERING YOUR DEALERSHIP THE RESOURCES NEEDED TO SUCCESSFULLY NAVIGATE AND RESPOND TO THESE CHALLENGING TIMES.

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's reputation comes under attack.

WED, August 12, 2020 | 10:00 - 11:30 a.m. | Virtual

BACK BY POPULAR DEMAND! Trending the Wrong Way (Part 1): Employee Misconduct on Social Media

Strike the right balance between respecting the right to free speech and protecting against hostility in the workplace, all under the lens of social media. Matthew Tews, a partner at the law firm of Stinson, will cover how to establish appropriate conduct-based rules and how to respond to violations both inside and outside the workplace.

WED, September 22, 2020 | 10:00 a.m. - 12:00 p.m.
DoubleTree by Hilton Roseville Minneapolis

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

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.

TUE, August 18, 2020 | 10:00 - 11:00 a.m. | Virtual

MOTOR VEHICLE & TITLE REGISTRATION

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.

WED, August 19, 2020 | 9:00 a.m. - 3:30 p.m. | MADA Headquarters

WED, September 16, 2020 | 9:00 a.m. - 3:30 p.m. | MADA Headquarters

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

The Nuts and Bolts of PPP Loan Forgiveness

On June 5, Congress dramatically changed the PPP program and the rules to be used for forgiveness. Join Attorney Ron Gardner to learn more about the updated loan forgiveness application in response to the PPP Flexibility Act.

Available ON-DEMAND

Automotive Dealerships and Information Security Compliance

Dealerships handle extensive and sensitive customer data. With the mounting cyberattacks on dealership data, a proactive and consistent response is imperative. Learn the risks and measures that your dealership can take to protect your dealership's data.

THU, August 20, 2020 | 10:00 - 11:00 a.m. | Virtual

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.

TUE, September 15, 2020 | 10:00 - 11:00 a.m. | Virtual

Maximize your Manufacturer Warranty Reimbursement

Minnesota Law requires manufacturers to reimburse their franchise dealers for warranty parts and labor according to a specific formula set forth in statute. Getting the most out of this powerful statute requires both accounting and legal analysis. In this seminar MADA General Counsel Dan Louismet will discuss how your dealership can enforce its hard-fought rights and maximize its warranty reimbursement.

WED, September 16, 2020 | 10:00 - 11:00 a.m.
DoubleTree by Hilton Roseville Minneapolis

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

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, August 12, 2020 | 1:00 - 3:30 p.m. | Virtual

WED, September 9, 2020 | 9:00 - 11:30 a.m. | Virtual

Member News

The **Lupient Automotive Group** has purchased Morrie's Nissan. The dealership has both a new name, **Lupient Nissan**, and a new location on Lakeland Avenue North in Brooklyn Park.

MADA Vendor Viewpoint

Advertising in a down economy can deliver long-term brand growth

As auto brands face reinvented sales and service models along with inventory and staffing concerns, it is only natural that many dealers consider reducing their marketing and advertising during times of crisis. However, the data reveals this to be a counterproductive strategy.

Stay Consistent in a Down Market

Businesses that continue to advertise in a down market can increase their market share up to 4x faster than in a normal economy.

Increased Advertising Can Accelerate Share

A spend increase up to 28% can gain market share 2x faster than those who decrease spend. A spend increase up to 50% can gain market share 7x faster.

Now More than Ever: Messaging Matters

Consumers are responding favorably to brands focused on comfort, stability, safety and endurance. Advertisers who consistently aired their COVID-19 creatives in April and May saw an increase of 153% in immediate visitors to their website while brands who stayed on air without pandemic-related messaging saw a decrease of -2% in immediate visitors to their website.

Contributed by Jennifer Gill (Peterson),
Data Innovation & Insights Manager, Effectv



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

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

Titling and Registration Services

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 NEWS ▪ JULY 2020

FAQ

Q: How do I (or one of my employees) know when to get tested for COVID-19?

A: The State of Minnesota has a simple online screening tool to determine whether a person should get tested for COVID-19. Persons are asked questions regarding recent out-of-state travel, possible symptoms, and unique risk factors to determine whether a test is recommended. This tool can be found here:

<https://mn.gov/covid19/for-minnesotans/if-sick/get-tested/index.jsp>

**DISPOSABLE
PROTECTIVE
MASK**

**THREE LAYERS
HIGH BARRIER**

**PROTECTION
AGAINST**

BACTERIA.
MICRO PARTICLES.
POLLUTION.

STAY STRONG



STAY HEALTHY



STAY SAFE

Order Now

**IN STOCK AND AVAILABLE FOR
IMMEDIATE DELIVERY**

50 per box

\$39.50 per box

Maximum of **10 boxes** per dealership

Other PPE and mask accessories are also available

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Shipment**

To Order:

Email services@mada.org

or call 651.291.2400

MADA
Services Incorporated

TRENDING THE WRONG WAY SERIES

Part 2:
How to
Prevent
Social
Media
Posts
from
Tainting
Your
Dealership's
Reputation

**Wednesday,
August 12, 2020
10:00 -11:30a.m
Webinar**



This series is designed to help dealers navigate and respond to the complex and unique challenges from a legal, HR, and reputation management perspective.



Katie Jackson-Richter, VP & COO at Cuneo Advertising, will discuss and share the tools and tactics to uphold your dealerships reputation during crisis and more!

FOR MORE INFORMATION, CONTACT ALICE AT ALICE@MADA.ORG OR
VISIT MADA.ORG/TRAINING/TRENDINGTHEWRONGWAYSERIES