

## April 2024 Newsletter



### A Message from KADA President Jason Wilson

Dear Kentucky dealers,

Spring is here and at KADA we've sprung into action with several important initiatives. As you have seen and heard, we are continuing to work hard to facilitate the process of bringing electronic titling and registration to Kentucky dealers. Alongside our partners at Vitu and CHAMPtitles, as well as the Kentucky Transportation Cabinet, we are forging ahead. Several of you agreed to participate in their pilot program, helping us work out any kinks to ensure a smooth transition for all—thank you. As this program gradually begins to expand to all our dealer members, rest assured that your association will be there every step of the way, making sure that this monumental movement towards modernization is as successful as possible.

Another exciting initiative that we have recently launched is our brand-new health insurance program, Kentucky Auto Dealer Services (KADS). Alongside our partners at Integrum Advisors, your association is now able to directly offer insurance options to our members. We understand that when it comes to benefits and insurance, one size does not fit all. Through our program, you'll get a customized approach to match your dealership's needs. And when you take advantage of our program, you will be supporting your association and therefore your business. You can check out more information below in this newsletter.

In other news, I have spent the past few days in Tyson's, Virginia at our ATAE Share Group meeting that I once again chaired. These meetings are always extremely informative and enlightening, as I get the chance to meet with association heads around the nation to hear what's going on in their states, bounce ideas off each other, and brainstorm together. I always walk away with ideas of how we can improve and grow in our own association.

Last but not least, as we gear up for our convention in June, I strongly encourage those of you who have not yet registered to do so now! We are looking forward to another amazing event this year at the Sandestin Golf & Beach Resort. Get your outfits ready for our "Hawaiian Luau" and "Under the Sea" parties. Aside from all the fun, our annual convention is a chance to gather with your fellow dealers and gain important insights into where our industry is headed and how you can be prepared.

As always, thank you for your continued support.

Onward!

## KADA News

# Say hello to your new association health insurance program

The logo for KADS (Kentucky Auto Dealer Services) features the letters 'KADS' in a bold, blue, sans-serif font. The letter 'A' is stylized with a white cross inside it, and the letter 'S' has a white car silhouette inside its upper curve.

KENTUCKY AUTO DEALER SERVICES

### HEALTH INSURANCE BY DEALERS FOR DEALERS

KADA, through its affiliate KADS, and in partnership with Integrum Advisors, is now able to directly offer insurance options to our members!

We realize that when it comes to health insurance and benefits, one size does not fit all. Through our program, you'll get a customized approach to maximize your dealership's benefits.



Visit our page

FOR MORE INFORMATION OR TO FIND OUT HOW TO GET ENROLLED, REACH OUT TO SARAH BISHOP AT [SBISHOP@KYADA.COM](mailto:SBISHOP@KYADA.COM)

In case you missed it:

## Safeguarding Against Online Lawsuits Webinar

with

# COMPLYAUTO

With a recent wave of lawsuits emerging targeting the automotive industry, KADA Preferred Partner ComplyAuto hosted a webinar to equip dealers with both the knowledge and tools to fortify their online privacy practices. This webinar features information about **cookie banners** and **online tracking systems**. Watch the recording below to learn about recent **wiretapping lawsuits**, **FTC enforcement**, and other **legal challenges** and how they can impact a dealer's business.

[Watch now](#)

### May 13th Revised Safeguards Rule Deadline: Safeguards Rule Consultation

Phase 2 of the FTC's Amended Safeguards Rule will become effective May 13th. The FTC will enforce new reporting requirements for **unencrypted** data breaches that affect 500 or more customers. The FTC may also publicize breaches, which could trigger enforcement investigations for violations.

To ensure you are fully prepared and compliant, ComplyAuto is offering you a **free** consultation of your current data protection practices. This assessment is designed to help you navigate the new amendments, ensure compliance, and avoid data breaches and FTC scrutiny.

[Schedule your consultation](#)

## KADA Events

# Online Legal Workshop

kada

Tuesday  
May 7, 2024  
9:30 AM - 12:30 PM EST

Free for KADA  
members!

<b>9:30</b>	<b>Welcome &amp; Introduction</b>	<b>Sarah Bishop, KADA</b>
<b>9:35</b>	<b>Recent OEM Developments in Warranty Reimbursement at Retail Rates</b>	<b>Ken Lohr, Bellavia Blatt, PC</b>
<b>10:15</b>	<b>Current Issues In Employment Law</b>	<b>Amy Miles, Stoll Keenon Ogden PLLC</b>
<b>10:45</b>	<b>Break</b>	
<b>11:00</b>	<b>Mastering New Regs and Legal Challenges in 2024</b>	<b>Nick Moyes and Sherryl Brightwell Nens, ComplyAuto</b>
<b>11:30</b>	<b>Succession Planning Considerations</b>	<b>Scott Womack, Mercer Capital</b>
<b>12:00</b>	<b>Working Within the Regulations</b>	<b>Josh Ellis, counsel to the Motor Vehicle Commission</b>

[Register now](#)

# 2024 KADA Family Convention



**June 17-19, 2024**

**The Sandestin Golf & Beach Resort  
Miramar Beach, FL**

Don't forget to make your reservations for the KADA Family Convention **June 17-19, 2024**, at **The Sandestin Golf & Beach Resort** in Miramar Beach, Florida.

From water activities on the Emerald Coast, to biking and fishing, to shopping along the Baytowne Wharf, there's something for everyone in your family!

Join your fellow dealers and bring your family along for the fun. Plus, hear from impactful industry leaders who will provide you with insightful takeaways for your business. You can check out the agenda [here](#).

And for our vendor partners, there are a host of sponsorship opportunities available. Click below to find all convention and registration information.

**Dealer  
Registration**

**Sponsorship  
Information**

**Hotel  
Reservations**

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**Thank you to our Sponsors!**

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Dealer Performance Group, Inc.



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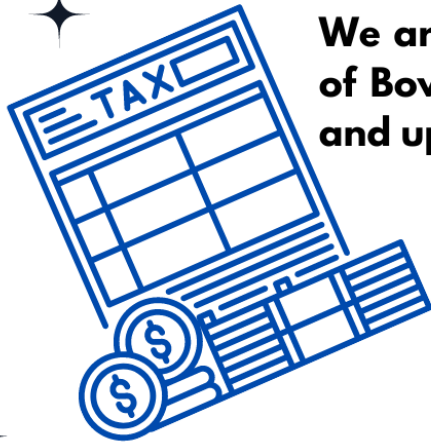


# SALES AND USE TAX

## Webinar

May 17, 2024  
10-11 AM

SAVE THE DATE



We are pleased to welcome Nick Schaefer of Bowden and Wood to offer a refresher and updates on Sales and Use Tax!

Sales Tax vs. Use Tax

Taxing Extended Service Products

Ad Valorem Taxes and KAVIS

Updates in Tax Law

U-Drive It Tax

Stay tuned for  
registration details



## KADA Golf Tournament

The Annual KADA Golf Tournament is teeing off again in September and **registration is OPEN!** The tournament will be held on **Monday, September 23rd**, at the **Frankfort Country Club**. You don't want to miss this opportunity to network with your fellow dealers and our vendor partners. Get your team together today!

Click below for registration and sponsorship information.

[Registration & Sponsorship Information](#)

# kadet

Make Your Contribution Today



The importance of having legislators in office who understand our business and our impact on the community and economy of Kentucky is essential. You have seen it firsthand in this Legislative Session.

Through your KADET contributions, we are able to support those who support us, and further strengthen the voice of Kentucky's auto dealers.

Which is why we ask that you please donate to our KADET fund today and add your name to the list of your peers below.

Melissa Peach  
KADET Treasurer

Below is a list of KADA's President, Senate, House and Patron Club members as of the distribution of this newsletter.

President's Club - \$2,000

David Moore  
Nancy Sparks  
Tim Sparks  
Joe Cummins  
Rob Marshall  
Vickie Fister  
Dwain Taylor  
David Daunhauer  
Mike Hyde  
Mark Schaeffer  
Ray Cottrell, Jr.  
Travis Flaherty  
Ed Hyde  
Gary Haupt  
Tom Gill  
David Jagers  
Jeff Eickholz

Next Gen President Club \$1,000

Alex Pogue  
Phillip Gill

Senate Club - \$1,500

House Club - \$1,000

Patron Club - \$800

[Click here to donate today!](#)

**Are You Missing Out on Sales Opportunities within Your Service Drive?**



You know who most of your direct competitors are, but do you know how well they are selling common services to customers? What about how your dealership's common service sales penetration percentage compares to others with your same manufacturer? Seems like valuable information that would be



nearly impossible to obtain...until now.

Dynatron Software has created a report leveraging our comparative data to show penetration percentages for 18 different common services across 31 OEMs. Are you ready to see how your dealership compares?

Download Dynatron's report for full access to their data insights!

[Download the report](#)



## Industry Update

### **April New-Vehicle Sales Pace Accelerates as Available Inventory and Higher Incentives Keep Market Rolling**

- Annual new-vehicle sales pace in April is forecast to finish near 15.9 million, up 0.2 million from last April's 15.7 million pace and an increase from March's 15.5 million level.
- April's sales volume is expected to fall to 1.34 million units, a 2.2% decrease from one year ago and a 6.8% decrease from March.
- Fewer selling days are driving adjustments to lift the sales pace, showing a healthy daily sales rate despite lower volumes.

[Read full forecast](#)

## DATA THAT PAINTS THE FULL PICTURE

We're here to help drive your dealership's success. Our exclusive data and insights allow us to accurately target your best customers across all screens, anywhere, and maximize your budget. That means more bang for your ad bucks!

Our proprietary aggregated and de-identified first-party data gathers viewing insights from 30 million unique households to better inform your campaign. When combined with premium third-party data from our 70+ data partners, you can ensure you're reaching the right audience, with the right message, at the right time. Plus, get real-time access into your TV and digital performance metrics with our premier reporting and analytics platform.

Discover more about our data that paints the full picture at [SpectrumReach.com/autoaudience](https://SpectrumReach.com/autoaudience)



Source: (1) Scarborough USA+ 2023 Release 1 Total (Dec 2021 - May 2023)  
(2) AdMail Local Intelligence Report - Electric Vehicle Owners



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