



PRESIDENT'S MESSAGE

kada

Dear Kentucky Dealers,

It is difficult to believe we are closing out 2025. This year, Kentucky's retail automotive industry has shown why it remains one of the most resilient and forward-thinking sectors in the Commonwealth. From the showroom to the service drive, dealers have spent this year navigating an industry that's evolving faster than ever—and doing it with the same determination and customer-first mentality that defines our profession.

This year brought meaningful movement in key areas that directly shape dealership operations. Inventory levels gradually stabilized, giving sales teams the flexibility they've been waiting for. Service departments continued to see strong demand, particularly as more customers choose to maintain and extend the life of their current vehicles. Digital retailing tools improved efficiency across the board, and a record number of Kentucky dealerships embraced electronic registration and titling and modernized F&I processes.

We also saw significant engagement in issues that affect the retail automotive landscape—from franchise protections, to regulatory changes, to the ongoing conversations around direct sales and manufacturer overreach. Your willingness to stay active, informed, and unified ensured that Kentucky dealers had a powerful and respected voice at both the state and national levels.

December is always a moment to reflect, but it's also a time when our stores see some of the most meaningful activity of the year. Year-end sales events, winter service demands, and increased foot traffic bring opportunities to

strengthen customer relationships and finish the year strong. As always, Kentucky's dealerships continue to deliver reliability, transparency, and professionalism to the communities they serve.

Of course, KADA's Preferred Partners have been a major factor in the success the association has seen in 2025, and we want to thank them for their commitment to serving the retail automotive industry in the Commonwealth. If you have not yet done so, visit our preferred partners page [here](#) and learn about how these businesses can assist you. If you are doing business with our preferred partners, we thank you for working with vendors who support KADA and Kentucky dealers!

As we prepare for 2026, we remain focused on supporting you—advocating for pro-dealer policy, offering training and resources, and keeping our members informed on every issue that affects your business. The road ahead is full of opportunity, and we're proud to navigate it alongside you.

From all of us, thank you for your continued leadership across the Commonwealth. We wish you a strong close to the year, and a safe and joyful holiday season.

Onward!

News



How Training Can Boost Customer Loyalty

Service Advisors are your primary connections to customers after they drive off the lot with a new vehicle. Use effective and consistent training to ensure that your service advisors' build trust with customers that keep them coming back.

Preferred Partner EasyCare offers guidance for ways to boost advisor training to impact your bottom line.

[Read More Here](#)



Making Sense of Google's New Transparency Rules

This month, KADA Preferred Partner ComplyAuto sheds light on Google's New Transparency Rules, revised its standards for digital ads that feature pricing

ComplyAuto provides a detailed explanation of what changed for dealers and why it matters, along with insights on the rule and tips for staying compliant.

[Read More Here](#)



Kentucky Horsepower: What's Ahead for 2026

KADA President Jason Wilson sat down with Kevin Tynan of the Presidio Group to talk through evolving automotive market conditions and predictions for the year ahead, as well as vehicle manufacturing and electrification trends.

[Watch Here!](#)



Keys to Retaining Technician Talent

Dealerships nationwide continue to struggle with a shortage of automotive technicians.

This month, KADA Preferred partner Dynatron offers effective ways for dealers to attract and retain technicians.

[Read more](#)

Heading to NADA? Visit Our Partners

If you are headed to the NADA Show in Las Vegas this February, make sure you visit our preferred partners! These businesses are committed to Kentucky dealers and would love to chat with you during the show.

KADA will also be sharing some special events and other opportunities for our members during the NADA Show in the coming weeks. Stay Tuned!



Kentucky Dealers Care!

Don't miss the latest issue of Kentucky Auto Dealer magazine, which features the philanthropic efforts of our members. Kentucky dealers give their time, resources, and energy to causes across the Commonwealth.

KADA is incredibly proud of all the ways that our members serve their communities, and we want to recognize those contributions.

[Read the Issue Here](#)



Upcoming Educational Opportunities

Kentucky Dealer University is your one-stop shop for educational opportunities that recognize the breadth of your dealership. From sales to service to parts, our offerings can help your staff find guidance and stay up to date on the topics impacting business in the Commonwealth. We have both in-person workshops and virtual classes throughout the year so you can find the right programming for you and your staff!



KDU
presents

COMMUNICATIONS & MARKETING VIRTUAL CLASS

JANUARY 21, 2026 • 10AM

Whether you're looking to elevate your social media game, build stronger customer relationships, or position your dealership as a trusted community leader, this course delivers practical strategies tailored to today's automotive retail world.

Register Here!



Register Here!

ELT NEWS & UPDATES

THE LATEST ELECTRONIC LIEN & TITLING TIPS AND INFORMATION

If you're not yet using KyELT, it is time to join your fellow dealers across the state in embracing technology and streamlining your processes.

If you're not already using ELT, you can reach out to any of the below Vitu contacts below to get started!

Vitu office: 502-209-8705
Zach Newsom: 317-919-8697
Stephanie Riddle: 502-330-9311

Jessica Goetzinger: 502-321-4963

Why your dealership should use
Electronic Registration & Titling (ERT).



A Faster, Safer, and More Efficient Way to Process Every Deal

Electronic Registration and Titling (ERT) transforms the way dealerships manage paperwork. By moving from manual processes to fully electronic transactions, your team can work faster, reduce costly risks, and offer a better customer experience—all at no cost to the dealership.

Fast. Accurate. Effortless.

Instant Electronic Submission

Transmit registration and title work immediately to your county or purchasers county — no drop off or mailing delays.

Receive status updates in your portal.

Protect Your Dealership

Electronic lien perfection happens fast, helping you **avoid buybacks** caused by liens not perfected within 30 days.

Seamless DMS Integration

Vitu connects to most dealership management systems for smooth, efficient processing.

Everything in One System

All Transaction Types Supported

Handle transfers, dealer assignment and duplicate titles electronically — no multiple systems

Vitu Interstate for out-of-state deals accessible within the portal — single sign in

Document Scanning

Upload supporting documents electronically — No need for additional copying.

Electronic Lien Filing & Release

File liens and upload lien releases within the transaction, resulting in accuracy and faster turnaround.

Congratulations to this month's top 5 transaction leaders!

1. Dan Cummins Chevrolet Buick
2. Jeff Wyler Honda
3. Oxmoor Toyota
4. Toyota South
5. Don Franklin Somerset



CLERK'S CORNER

KY County Clerk News & Updates

As KyELT grows across the Commonwealth, we'd like to express our appreciation to Kentucky's County Clerks for their role in making KyELT such a success!

We'd like to highlight this month's County leaders with the fastest average transaction turnaround time- with each averaging less than one day turnaround time!

If you do business in or have customers residing in these counties and are not using KyELT, consider doing so to take advantage of these fast processing times!

Daviess County - 0.38 days
Grant County- 0.67 days
Boone County- 0.69 days



Upcoming Events

January

21

[**KDU Marketing and Communications Virtual Class**](#)

Via Zoom

Get the tools you need to make the best use of your marketing budget and communicate to the right customers in the most effective way.



February

3-6

[**NADA Show Las Vegas**](#)

Las Vegas, NV

Attend the biggest industry event of the year and celebrate Kentucky's Time Dealer of the Year, David Moore!



February

12

[**KADA Board Meeting**](#)

Frankfort Country Club- 3 PM

Our Board will meet to discuss legislative priorities and other important industry initiatives.



February

[**KADA Board Meeting**](#)

The Foundry on Broadway

5:30 PM

12

Meet with policymakers to discuss the issues that matter to car dealers and businesses in the Commonwealth. There's no better way to make your voice heard!



February

24

Accelerated Leadership Program**Day at the Capitol****10:00 AM**

We invite members of our Accelerated Leadership Program to Frankfort to talk policy and legislative objectives with lawmakers in Frankfort.



March

18

HR & Employment Practices**Virtual Class****10:00 AM**

Get up to date on all the latest in employment law and controlling rules and regulations.



KADA Family Convention 2026



Join us for three days of fun, networking, and learning at our Annual Convention! Bring your family along to enjoy the luxurious Nemacolin Woodlands Resort.



Register today!

June 14-17, 2026
Nemacolin Woodlands Resort
Farmington, PA



Registration and room reservations are **OPEN** for the 2026 KADA Family Convention at the stunning Nemacolin Woodlands Resort in Farmington, PA.

Nestled in the beautiful Laurel Highlands, Nemacolin offers something for everyone—award-winning dining, world-class spa services, golf, pools, wildlife encounters, and endless family activities. It's the perfect backdrop for a weekend that blends professional development with plenty of memory-making moments.

We are excited to offer three days of professional development, networking, and family fun. Don't miss this incredible experience. Register today!

[Register Here](#)[Book Your Room](#)

Family Convention 2026

Schedule of Events

Sunday June 14

2:00pm-5:00pm	Hospitality Lounge	Club Room
6:00pm-9:00pm	Opening Reception/ Dinner &	Panorama Pavillion

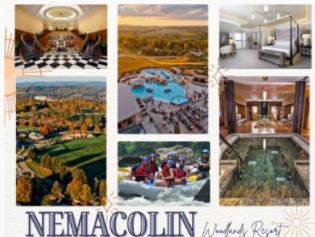
Monday June 15

8:00am-10:00am	Breakfast	Marquis Salon 4
9:00am-11:30am	Meeting & Exhibits	Marquis Salon 1-3
11:30 am-2:00pm	Board Lunch & Meeting	Sequoia

Tuesday June 16

8:00am-10:00am	Breakfast	Marquis Salon 4
9:00am-11:30am	Meeting & Exhibits	Marquis Salon 1-4
6:00 pm-9:00pm	Closing Reception & Dinner	Grand Ballroom

Reservations



Hotel Block



kaDET



Join our President's Club

Join the growing list of your peers below in the KADET President's Club, and be recognized for making the maximum contribution to support the



Melissa Peach

future of our industry. **You can still be a member of the 2025 President's Club by giving on or before December 31, 2025!**

Kentucky's auto dealers need a strong, unified voice in the policymaking process. But that voice is only as powerful as the relationships we build with legislators who understand our businesses and fight for the issues that matter most to us.

Your KADET contribution directly fuels those efforts—supporting lawmakers who champion pro-dealer policies, defend our rights, and help ensure a stable, pro-business future for dealerships across the state.

Make Your Online Contribution!

Thank You 2025 President's Club Members



Thank You 2025 Next Gen President's Club Members



PRESIDENT'S CLUB

Bob Hook III

Alex Pogue

Deborah Renshaw Parker

Phillip Gill

Andrew Gill

DONATE HERE:



kada

AND

If you haven't signed on already, now's your chance to participate in our incredible initiative alongside Kosair for Kids! This organization has been serving and advocating for children in all counties across the state for over a century.

We've teamed up with them so that you can get involved and make a difference for Kentucky's kids in a way that works for you.

Option 1: Contribute \$1 for every car sold at the end of each month;
OR

Option 2: Contribute a flat amount of your choosing each month.

All you need to get started is to reach out to Kosair's Jason Wilson (not KADA's Jason Wilson) at jwilson@kosair.org or 502-939-8563. He can get the information from you that Kosair needs to get started and send monthly invoices if that is what works best for your dealership.

To learn more, visit kosair.org/kada

Join your fellow dealers below and make an impact!

<https://app.constantcontact.com/pages/campaigns/view/calendar/month>

15/17



Kentucky

Dealers in the community



Dealer Highlight: Neil Huffman Automotive Group

We could not be more proud of the Neil Huffman Automotive Group for its generous donation to the American Cancer Society.

The Huffman Group's commitment to its Drive Out Cancer initiative is apparent, and we know this commitment will make a real impact in fueling research and supporting patients.



Every day, dealers are making an impact on their local community, and we'd like to highlight what you're doing. From volunteering, to donations, to charity events, we want to hear about how your dealership is giving back. Please email Penny Faulconer at pfaulconer@kyada.com with your stories that we can share.

[Subscribe](#)

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(502) 695-3333
152 Consumer Lane
Frankfort, KY 40601

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