



PRESIDENT'S MESSAGE

kada

Dear Kentucky Dealers,

The 2026 Regular Session of Kentucky's General Assembly is officially underway, bringing an important opportunity for our industry to engage with policymakers on issues that directly impact auto dealers, our employees, and the communities we serve.

As legislators return to Frankfort, KADA is actively monitoring proposed legislation, strengthening relationships with lawmakers, and advocating for policies that support a fair, competitive, and business-friendly environment for Kentucky's dealers. Our primary focus this year is SB 94, addressing warranty reimbursement for dealers. The decisions made this session will have lasting effects on our industry.

Your involvement matters. Dealer voices and real-world perspectives help lawmakers understand how public policy impacts local businesses and customers across the Commonwealth. KADA will continue to share opportunities to engage throughout the session.

Beyond the Capitol, 2026 is shaping up to be an exciting and impactful year for our members. From expanded Kentucky Dealer University (KDU) classes and hands-on training opportunities to our annual convention, district meetings, and additional networking and educational events, there are countless ways to stay connected, informed, and engaged. These programs are designed to strengthen dealerships, develop future leaders, and bring our dealer community together. I encourage you to make the most of your KADA membership this year and join us at as many events as you can.

Kentucky is always represented well at the NADA Show, and I have no doubt this year will be no exception. For those of you attending, I hope that we can find time to catch up in fabulous Las Vegas.

KADA remains committed to keeping you informed, represented, and energized in 2026. We look forward to working alongside you—at the Capitol and beyond—as we move our industry forward together.

Onward!

News



Welcome New Preferred Partner, OPENLANE!

We're excited to announce that we're officially partnering with OPENLANE to help provide you with an easier wholesale solution.

For more than 25 years, OPENLANE has been pioneering innovation with a focus on making wholesale easy so their customers can be more successful. The OPENLANE digital marketplace offers a fast, easy and transparent way to source used vehicle inventory—anytime, anywhere!

[Learn More Here](#)



Why Saying Goodbye to the Penny Could Have Compliance Implications

As you've probably noticed, the penny is disappearing! While still legal US tender, the US Mint is no longer producing pennies.

While it may seem trivial, especially in a dealership that rarely handles cash, there are real compliance issues with the discontinuation of the penny. Because the absence of the penny means rounding to the nearest nickel, it can create challenges under the Truth in Lending Act, advertising rules, and sales tax. Click below to read more on this issue from KADA Preferred Partner ComplyAuto.

[Read More Here](#)



Kentucky Horsepower: Welcome 2026 KADA Chair Ed Hyde

KADA President Jason Wilson sat down with new KADA Chair Ed Hyde to discuss the year ahead as well as the significant issues facing the industry.

[Watch Here!](#)

IRS FAQs On Overtime Taxability

On January 23, 2026, the Internal Revenue Service issued Fact Sheet 2026-01, which provides answers to frequently asked questions about the new deduction for qualified overtime pay under the One Big Beautiful Bill Act.

[Read the FAQ](#)

Heading to NADA? Visit Our Partners

If you are headed to the NADA Show in Las Vegas next week, 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!



Don't Miss the 2026 Legislative Reception



We invite you to attend our 2026 Legislative Reception on February 12. The reception is a key opportunity to engage directly with legislators and reinforce the importance of our industry's priorities.

This event provides a valuable forum to build relationships, share real-world insights from the dealer perspective, and demonstrate the collective strength of auto dealers across the state. When dealers show up, lawmakers listen.

Your participation helps ensure our voices remain strong, credible, and influential as we advocate for policies that support our businesses, employees, and customers. We hope you'll join us and be part of this important evening of connection and advocacy.

We look forward to seeing you there.

[RSVP Here](#)

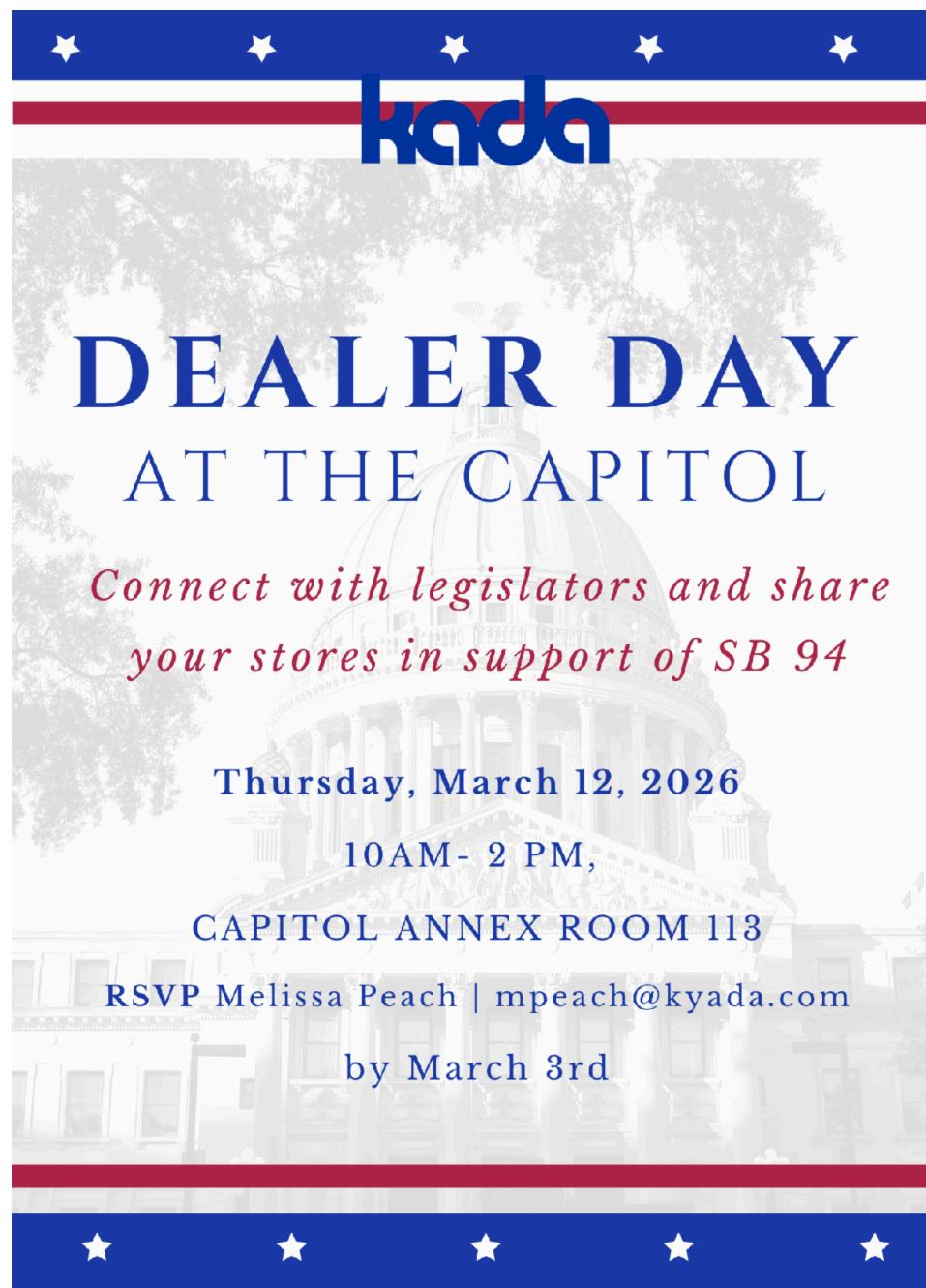
Support Senate Bill 94!



KADA is supporting Senate Bill 94, sponsored by Senator Mike Wilson of Bowling Green. The legislation amends Kentucky's warranty reimbursement statute to create a more equitable system to ensure that dealerships and their techs receive compensation for all hours worked on warranty and recall repairs. It also sets a clear procedure for dealership

submission of labor rate and parts rate increases to manufacturers.

Reach out to your legislator to share the importance of passing this legislation. We believe that SB 94 is critical to keeping Kentucky competitive with surrounding states when it comes to getting and keeping the best technicians. If you need contact information for your legislator, you can find that [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!

**HR &
EMPLOYMENT
PRACTICES**

**VIRTUAL
CLASS**

MARCH 18, 2026

10 AM

REGISTER NOW

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. As the numbers of dealers using KyELT continues to rise, more dealers and their staffs are praising the convenience and efficiency of the electronic submission system.

To get started, you can reach out to any of the below Vitu contacts:

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 the top 5 transaction leaders for 2025!

1. Dan Cummins Chevrolet Buick
2. Oxmoor Toyota
3. Jake Sweeney Kia
4. Toyota South
5. Rod Hatfield Chevrolet



CLERK'S CORNER

KY County Clerk News & Updates

As KyELT continues to see rapid growth 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 - 0.11 days
Boone County- 0.27 days
Jessamine County- 0.44 days
Bourbon County- 0.48 days
Pulaski County- 0.55 days
Kenton County- 0.56 days
Jefferson County- 0.69 days



Upcoming Events

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

12

KADA Board Meeting

The Foundry on Broadway

5:30 PM

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!



March

12

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.

April

22

Fixing Your Fixed Ops Virtual**Class****10:00 AM**

Learn best practices for maximizing your fixed ops profitability.

KADA Family Convention 2026

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](#)

Melissa Peach

Join the KADET President's Club, and be recognized for making an impactful contribution to support the future of our industry.

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 2026 President's Club Members

Welcome New Members

Independent Dealers

HDI Auto Sales of Murray

Dealer Highlight: Dan Cummins Auto Group

We are honored to recognize the tremendous commitment from the Dan Cummins Auto Group to CASA of the Bluegrass.

CASA of Lexington provides essential advocacy, resources, and support for children involved in active abuse and neglect cases

across the many counties it serves. The Cummins Auto Group's generous donation will directly impact the lives of more than 100 children in Central Kentucky. Thank you to them for this incredible gift.

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.

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