

# BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION



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Colorado Automobile Dealers Association

## About Our Association

### **Representing the franchised new car dealers of Colorado**

The Colorado Automobile Dealers Association (CADA) is the voice of the automotive retail industry throughout the state. As the automobile dealer trade association, CADA advocates issues of importance to the auto industry, Colorado auto dealers and Colorado's driving public.

The Denver Automobile Dealers Association started in 1914 to operate the annual Denver Auto Show which dates to back 1902. Colorado Automobile Dealers Association soon followed and both associations operated together with shared staff and a headquartered building. In 2010, after almost eight decades together, the two associations became one. The history now dates over 108 years of high level automotive and mobility impact.

Today, our dealers range from small family-owned dealerships, to nationally operated, multiple-franchise corporations. CADA represents a united front for over 300 new car, truck, motorcycle and RV dealers. From local, state and federal policymakers, to the public and the media, CADA is the voice for Colorado's auto industry.





**Rob Edwards**  
CADA Board Chair

**Dear Members of the Colorado Auto Dealers Association,**

Summer is finally here. This is a time of great opportunity and optimism for our industry, a season where our efforts and dedication truly shine. Our recent quarterly meeting was a resounding success, marked by robust collaboration and a strong financial outlook as we head into the upcoming quarter.

While our financial position is strong, it's equally important to focus on the broader environment that impacts our industry. Our regional legislative meetings are crucial in this regard. These sessions cover a whirlwind of topics that are essential to our industry. When we engage in these face-to-face meetings, we build rapport with our legislators and have the invaluable opportunity to convey who we are and why the auto industry is so essential.

Nationwide, the auto dealership sector provides approximately 1.1 million jobs. In Colorado alone, our industry is a substantial employer, offering a diverse range of career opportunities—from sales and marketing to technical services and management. These jobs are not just numbers; they represent livelihoods, career growth, and stability for countless families across our state.

Beyond employment, auto dealers play a critical role in generating tax revenue for the state of Colorado. The sale of vehicles, parts, and services is essential for funding public services such as education, healthcare, and infrastructure. Every transaction at a dealership helps to fund these vital services, underlining the importance of our industry to the overall well-being of the state.

By participating in legislative meetings, we can emphasize the significant financial contributions we make, ensuring that our industry's voice is heard in policy decisions that affect us.

Auto dealers are deeply embedded in the fabric of their local communities. We sponsor local events, support charities, and provide essential services that go beyond just selling cars. Dealerships across Colorado ensure that our communities have safe, reliable transportation. This dedication to community support highlights the broader role we play. Our businesses are not just places to purchase vehicles; they are pillars of community support, actively contributing to the welfare and cohesion of the neighborhoods we serve.

I strongly encourage all of you to attend your local grassroots legislative meetings. Engaging with legislators in person allows us to humanize our industry, making it clear that we are deeply invested in Colorado's success. These gatherings present an invaluable opportunity to connect with your legislators and help them understand how complex our business truly is. As the auto industry evolves rapidly and the government's influence grows, our active participation in these discussions is more critical now than ever. By staying engaged, we ensure that our voices are heard, and our interests are represented.

Together, let's continue to take care of people, support our community, and drive the auto industry forward.

Warm regards,

**Rob Edwards**



# How Do You Retain Your Top Talent?

Private bonus plans provide strong incentive for top team members to remain with your business — while also helping you stand out among other employers.



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500+ EXCLUSIVE ASSOCIATION RECOMMENDATIONS  
ESTATE PLANNING ATTORNEY NETWORK ANNUITIES

## IT'S OUR BUSINESS TO PROTECT CADA MEMBERS

WE'RE BETTER TOGETHER LIFE AND DISABILITY INCOME  
**PRIVATE BONUS PLANS** KEY PERSON COVERAGE  
WORKERS COMPENSATION HIRING PRACTICES  
FEDERATED DRIVESAFE™ TELEMATICS SOLUTION  
RISK MANAGEMENT RESOURCE CENTER  
EMPLOYMENT RELATED PRACTICES LIABILITY  
EMPLOYMENT LAW ATTORNEY NETWORK  
BONDING EMPLOYEE SAFETY TRAINING  
RISK MANAGEMENT ACADEMY  
CLIENT CONTACT CENTER  
FIELD RISK CONSULTANTS  
CERTIFICATE CENTER  
SURETY SPECIALISTS  
MANAGED CARE  
CYBER

Scan to learn  
more about **PRIVATE  
BONUS PLANS**  
and other employee  
retention strategies.







**Matthew Groves**  
CEO

## Keeping the Wind in our Sails

When I moved into this position in February of last year, CADA had two distinct goals: restore our financial footing and execute a successful Denver Auto Show. Both related back to the precarious financial position that we found the Association in during 2023. But, with a talented team and some good fortune, we were able to right the trajectory within one year. But, knowing that we were on the right track and communicating that to dealers created a new obstacle: latency.

Inside the U.S. Capitol building, there is a marble statue of Will Rogers with a quote reading, "Even if you're on the right track, you'll get run over if you just sit there." It is a popular trend to believe that if you're not actively growing that you're not succeeding. It is the next project that keeps endorphins high at motivation at appropriate levels. However, this belief also contributes to jumping from one project to another without completing the previous project.

The challenge for the Association is how do we stay motivated to continue down the right path when it simply means doing what we've always done?

Fortunately, the answer is quite simple. Connecting with the dealers is an easy and motivating way for our staff to create buy in to the Association's mission. We see it in every Legislative Meeting and every Board Meeting. You all are the best advocates for our mission.

The stewards of a century's worth of history that is intertwined with the evolution of Colorado. But to be compelling, the story must come from the history makers. This is the context to the lessons I preach that bring our mission to life and creates a sense of awe, making us want to play a small part in the story.

It is for this reason that you will see staff joining me at our regional meetings this summer. Fostering, or re-establishing, connections directly with you all helps to shape and reinvigorate us as we prepare for whatever comes next. We know we have been spoiled after 18 months with no insurmountable obstacles. Making this connection now will better prepare us to combat any trouble that may lie on the horizon.

Our only ask is for you to attend (or send someone) to our regional meetings to help relay successes, concerns, troubles, and opportunities. We take from this a to-do list that will generate the experience that will prepare us to fight the big fights.

I would be remiss in not extending my thanks to those of you in Fort Collins, Loveland, and Fort Morgan who were able to attend. I believe this smaller format meeting is proving effective for dialogue, versus our tradition of lecturing to a large room. We will continue to hold these meetings until we can reach all of you.





## Click to watch Compliance Summaries



### **FTC Prohibits Non-compete Agreements: Major Changes for Employment Contracts**

The Federal Trade Commission has passed a rule banning non-compete clauses in most employment contracts, effective August 2024. This landmark decision, passed by a 3-2 vote, aims to enhance employee mobility and fairness in the job market. Check out our video for more information.



### **New Overtime Exemption Rules by U.S. Department of Labor**

The US Department of Labor has issued a final rule updating overtime exemptions under the Fair Labor Standards Act. Starting July 2024, new salary thresholds will impact who qualifies for overtime. Watch the video to hear our CEO/President Matthew Groves explain what this means for you.

# Click to watch Compliance Summaries



## Update Your Uniform Consumer Credit Code Retail License

In 2024, the deadline for the UCCC Retail License has moved up from January 31st to July 1st. Go to [www.coag.gov/uccc](http://www.coag.gov/uccc) to renew your 2024 license. There is a grace period of 30 days; after that time, a fee of \$5 per day will be applied.



## Volkswagen Group of America v. Illinois Secretary of State

Last year, Volkswagen filed a claim in federal court challenging Illinois' warranty reimbursement statute, which was supported by Illinois auto dealers. Earlier this month, a judge dismissed the lawsuit with prejudice, meaning that VW cannot refile the case. Watch the video above to learn more.



# Speed Your Way to Business Growth

**Dealertrack solutions help you do more in less time.**

Every penny counts in today's market. Your dealership needs to drive as many deals as possible as efficiently as possible to boost revenue and beat out the competition. Only Dealertrack offers a complete suite of solutions backed by Cox Automotive that deliver fast, flexible workflows to speed your way to business growth.

## A system of productivity

Efficient management of your dealership is critical for success. The DMS plays a vital role by providing a unified platform to increase productivity and profitability for your business. The key to realizing these benefits is choosing a DMS built with integrations and streamlined processes in mind.

A flexible and open system like Dealertrack DMS allows for seamless integrations and smoother workflows for less lag time and more sales. When your dealership runs like a well-oiled machine, productivity, efficiency and customer satisfaction go up, and you reap the financial rewards.

## An efficient F&I process

There is little debate of the value your F&I processes bring to your dealership. And when you arm your F&I managers with digital tools, that value only goes up. By leveraging a digital workflow, buyers move faster through the deal finalization process, so your F&I manager can close more deals in less time without sacrificing customer satisfaction.

A digital platform like Dealertrack's F&I suite with connections to the industry's largest lender network can also be a game-changer when it comes to cash flow. You can upload loan documentation instantly for funding that's up to 83% faster than paper contracts<sup>1</sup>, giving you the cash you need to replenish inventory and sell more cars.

Add an expedited trade-in titling solution and the cash keeps flowing. By providing a view of the title before accepting the trade, you can avoid costly surprises like an undisclosed co-owner, and ensure 70% faster recognition of trade-in profits<sup>2</sup> with title release in days, not weeks.



# 83%

faster funding  
compared to paper<sup>1</sup>

# 70%

faster recognition  
of trade-in profits<sup>2</sup>

## The race to the finish line

Registration and title completes the purchase process and it's your chance to end the deal on a positive note, leaving your customers with a lasting good impression.

Dealertrack's suite of electronic registration and titling solutions speeds submission of in-state transactions to just minutes,<sup>3</sup> and simplifies cross-border deals with a seamless connection to every DMV across the country. DMS integrations also facilitate direct data import to reduce data re-entry and mitigate inaccurate or incomplete documents. All this adds up to a streamlined process that makes room to finalize more deals while pleasing customers.

## Keep your business moving forward

Backed by the power of Cox Automotive, Dealertrack's easy-to-use DMS, F&I and complete suite of registration and titling solutions — all with proactive support — connect seamlessly across departments to speed deals, enhance efficiency, and drive profits.

**Speed your way to business growth today. Schedule a no-obligation call with Brian Ekstrand, regional sales manager for Colorado, to discuss how Dealertrack can meet all your technology needs.**

<sup>1</sup> Data based on user input and calculations using Dealertrack's Digital Contracting Savings Calculator as of July 2022 and are not a guarantee of actual savings.

<sup>2</sup> Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2023 Dealertrack data.

<sup>3</sup> Dealertrack User Timing Report through Google Analytics 1/1/21 to 12/31/21.



**Devin Saunders**  
Billow Barrow Fellow for  
Government Affairs

## Building a United Front:

### Why CADA and Dealer Connection on Legislation Matters

CADA prides itself on being the voice of the auto industry in our state. But this is more than a metaphor. Dealers, with their collective experience, are the public face and the trusted voice in our communities. Your invaluable retailing experience, spanning centuries, is a wealth of knowledge that our association staff could never replicate.

We are the storytellers - minimally fluent in both industry and politics. We try to make one understand the other. But, by forcing ourselves into the narrative, we belie the old adage, that you can't trust the lobbyists. We spin. We reframe. We paint a Dali-esque picture that maximizes our reality in a way that cannot be reasonably refuted by someone outside the industry.

Legislators understand this. That's why legislative grassroots meetings are so crucial. They want to hear it from you - the principle, the constituent, the business owner. Your voice, unbiased and straight from the horse's mouth, is what they value most. In these meetings, we step back and become your advocates, getting them what they want - you.

- **Informed Advocacy:** One of the biggest complaints about lobbyists is that they are more concerned about protecting their seat at the table than using it to advance their cause. When legislators come out into the community and hear that the story dealers are telling is almost verbatim what CADA says, it lends credibility to our efforts. We are no longer spinning; we're reporting from the field.

- **Unified Voice, Amplified Impact:** Many business associations struggle to reach a consensus on their membership. But the impacts of the franchise relationship are uniform. By visiting multiple dealers in various parts of the state, we show policymakers that our industry is united, and that CADA represents all of us.
- **Building Long-Term Partnerships:** The message at grassroots meetings is "we don't want anything. We want to be a partner." A dialogue where the legislator tells us what matters to them and how we can cooperate builds long-term relationships. Relationships are only as strong as the work you put into them. These meetings - and your participation in them - are the sweat equity that will provide long-term returns on our investment.

### Join the Movement!

CADA will be hosting legislative grassroots meetings events throughout the summer in various locations across Colorado. We highly encourage members to participate. In each town, we will invite the Representative/Senator from the area and a member of the local chamber. With this relationship building, we can ensure the auto industry has a strong and unified voice that shapes the future of our business environment.



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# BIG NEWS!

## COME MEET & PLAY WITH A LONG DRIVE PRO!

WE'RE BRINGING SOME SERIOUS FIREPOWER AND WORLD-CLASS ENTERTAINMENT FOR YOU THIS YEAR! DON'T MISS OUT ON HITTING DRIVES WITH A PROFESSIONAL LONG DRIVER ON A PAR 5, WHERE OUR PRO WILL BE TEAMING UP WITH YOUR GROUP ON THE TEE!

YOU'LL ALSO HAVE A CHANCE TO WIN A DREAM GOLF TRIP GIVEAWAY  
PEBBLE BEACH GOLF LINKS



PAR 5 PRIZE  
PEBBLE BEACH DREAM GOLF TRIP



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[events@inspiredbygiving.com](mailto:events@inspiredbygiving.com)





# Save THE DATE

## CTAF Annual Member Golf Event

[CLICK HERE TO REGISTER TODAY!](#)



**When:** October 2, 2024



**Time:** 8:30 am Shotgun Start



**Location:** Heritage Eagle  
Bend Golf Club in Aurora



**17<sup>TH</sup> CTAF**  
Annual Member  
Golf Event





**Mark Ziegler**  
Director, Clear the Air Foundation

## Clear the Air Foundation Updates

### CTAF Car Donation

I would like to thank Danny Madigan for donating a 2024 Dodge Hornet RT PHEV to the Clear the Air Foundation. This donation provides me with a fuel-efficient vehicle while saving the foundation money. Thanks Danny!

### Scholarships Awarded in May

The following received scholarships and elected to receive approximately \$5,000 of tools:




NAME	SCHOOL	EMPLOYER
Alex Cano	Aims Community College	Ghent Chevrolet
Javier Gonzalez	Apprentice	AutoNation Dodge Ram Broadway
Danny Hernandez	Apprentice	AutoNation Chrysler Jeep Broadway
Rafael Ortiz	Apprentice	Phil Long Ford of Chapel Hills
Gavon Vogt	Apprentice	Loveland Ford

### Registration is now open for the golf tournament!

To register, simply go to the CTAF website: <https://app.eventcaddy.com/events/2024-clear-the-air-foundation-golf-tournament/register>. The tournament will fill up, so be sure to register early, so if you don't register, I can't guarantee a slot.

**REGISTER HERE**

### DETAILS

-  **Wednesday, October 2nd, 2024**
-  **8:30am shotgun start**
-  **Heritage Eagle Bend Golf Course  
Aurora, CO**

# Clear the Air Foundation's May 2024 Donations Recap

DEALER DONOR	TOTAL	VXC
Celebration Chevrolet	38	38
Boulder Nissan	25	25
Schomp Ford	19	6
Fowler Chevrolet	19	19
Mountain States Toyota	19	0
Mile High Honda	17	0
Schomp Nissan	14	9
Emich Chevrolet	14	14
Mike Maroone Chevrolet South	13	1
Dellenbach Motors	13	4
Emich Volkswagen	13	13
Schomp MINI	12	2
Foundation Hyundai	12	12
Red Rock Hyundai	10	10
Pedersen Toyota	8	8
Schomp Hyundai	7	2
Schomp BMW	7	0
Emich Volkswagen of Boulder	7	6
AutoNation Toyota Arapahoe	7	7
AutoNation Chrysler Jeep Broadway	7	1
McDonald Hyundai	7	7
Arapahoe Hyundai	7	7
Stevinson Toyota West	6	6
Johnson Auto Plaza	6	1
Emich Kia	6	5
Phil Long Hyundai of Motor City	6	6

The Faricy Boys	6	0
Bozarth Chevrolet	5	5
Tynan's Nissan	5	5
AutoNation Subaru West	5	0
Pueblo Dodge Chrysler Jeep Ram	5	0
Tynan's Volkswagen	5	5
Pueblo Toyota	5	0
Red Rock Nissan	5	5
Corwin Toyota Boulder	5	5
Foundation Kia	4	4
Markley Motors	4	0
Mountain Chevrolet	4	1
Loveland Ford	4	4
McDonald Volvo	3	3
Larry H Miller Nissan 104th	3	3
Arapahoe Kia	3	3
AutoNation Dodge Ram Broadway	3	1
Valley Nissan	3	3
AutoNation Chrysler Jeep Arapahoe	3	2
Toyota of Colorado Springs	3	2
McDonald Volkswagen	3	3
Empire Lakewood Nissan	3	3
Groove Toyota	3	0
Fort Collins Nissan	3	3
Fort Collins Kia	3	3
Phil Long Subaru	2	0
Prestige Chrysler Dodge Jeep Ram	2	2



# Clear the Air Foundation's May 2024 Donations Recap

Hellman Motor Company	2	0
Greeley Nissan	2	1
Bighorn Toyota	2	2
The Faricy Boys Ford	2	0
Schomp Mazda	2	2
Phil Long Ford of Raton	2	0
Stapp Interstate Toyota	2	2
Larry H Miller Ford Lakewood	2	2
Stevinson Toyota East	2	0
Valley Mitsubishi	2	2
Schomp Honda	2	0
Polestar Denver	2	2
Alpine Buick GMC South	2	0
Peak Kia Littleton	2	2
Phil Long Ford of Chapel Hills	2	1
Bob Penkhus Volkswagen	1	1
Berthod Motors	1	0
Groove Silverthorne	1	1
Durango Motor Company	1	1
Stevinson Chevrolet	1	1
Peak Kia	1	1
Morehart Murphy RAC	1	0
Tynan's Nissan Aurora	1	1
Sill Terhar Ford	1	0
Larry H Miller Volkswagen Lakewood	1	1
Castle Rock Chevrolet GMC	1	1
Freeway Ford	1	0

Stevinson Hyundai of Longmont	1	1
Ed Carroll Motor Company	1	1
DALE SPRADLEY	1	1
McDonald Mazda South	1	1
Subaru of Loveland	1	0
Emich Automotive	1	0
Larry H Miller Nissan Arapahoe	1	1
Castle Rock Chrysler Dodge Jeep Ram	1	1
McDonald Mazda West	1	1
Crossroads Hyundai	1	1
Genesis of Colorado Springs	1	1
Spradley Chevrolet	1	0
The Faricy Boys Automotive	1	1
Davidson Gebhardt Chevrolet	1	1
<b>DEALER TOTAL</b>	<b>477</b>	<b>309</b>

# Clear the Air Foundation's May 2024 Donations Recap



NON-DEALER DONOR	TOTAL	VXC
Tesla Aurora	73	73
Tesla Loveland	56	56
Tesla Colorado Springs	47	47
Boulder Hybrids	13	13
SRT	12	12
Tesla Gypsum	9	9
Fort Carson	5	0
Odyssey ECCO	4	0
Private Donation	4	0
Urban Motors Blue	3	3
Denver Botanic Gardens	3	0
Springs Automotive Group	2	2
Urban Motors Red	2	2
Cherry Creek Automotive	2	2
Discount Motors	1	1
JFR & Associates	1	1
Urban Motors-Green	1	1
Jon Jorgenson Insurance, Inc.	1	0
<b>NON-DEALER TOTAL</b>	<b>239</b>	<b>222</b>

**GRAND TOTAL**  
(JAN – MAY 2024)

**716**

**531**



# Help shield your inventory from vehicle theft.

Vehicle theft climbed towards record-breaking highs within the past four years. With greater accessibility to technology that aids criminals and the recent targeting of specific vehicles models, it's no surprise the National Insurance Crime Bureau reported **1,020,729 vehicles stolen nationwide within 2023 alone.**

**80%+** increase of vehicle theft claim frequency with Ally from 2019–2023.

As an insurance provider to over **4,600 dealerships**, Ally is dedicated to helping ease dealers' concerns with additional resources, secure the value of their inventory and reverse this unfortunate trend.

**It's important to first understand how these thefts occur in order to address the problem head-on and devise a plan to protect your dealership.**

## Some ways thieves get access:

- Thieves pose as casual shoppers and look for weaknesses in a dealership's storage methods
- Key fob duplicators and relay hack devices amplify a wireless signal that activates without being next to the vehicle
- Keys and key fobs are stolen directly and vehicles are driven right off the lot

With the right knowledge and resources, your dealership can put measures in place to help decrease theft potential and retain lot value.

**"Ally is certainly working hand-in-hand with our dealer customers to help them with best practices. We'll take a look at their lots and provide them some tips on how to help prevent theft."**

– Aaron Lee, Ally Dealership Insurance Senior Director

## Keep in mind some simple yet effective strategies:

1. Keep keys in a secure place that blocks wireless signals for duplication
2. Track personnel schedules and access to keys
3. Don't leave keys unattended on desktops, in showrooms or in service areas
4. Implement strict inventory management, tracking devices and a camera system so you immediately know when a car is stolen
5. Keep high-end vehicles in restricted areas
6. Park vehicles sideways in front of closed entrance gates at night

Take the time to adopt strategies and equip your team with the tools they need to deter criminals. To find out how Ally can help your dealership succeed, check out [AllyDealerBeyond.com](https://AllyDealerBeyond.com) today.



**ally** do it right.



# PARTNER PROMOTION BUNDLE 2024

## Clean Vehicle Credits

### Registration, Time of Sale Reporting and Credit Transfers

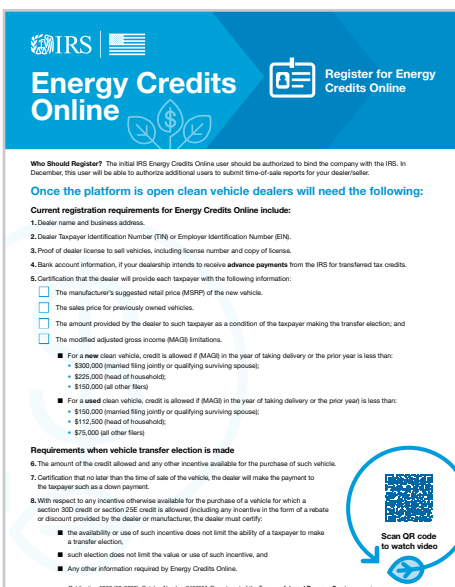
Clean vehicle dealers and sellers must use the [IRS Energy Credits Online tool](#) to register with the IRS and to submit time-of-sale reports. Licensed dealers can also register to receive advance payments to offset the amount of a tax credit applied toward a customer's purchase price.

All time-of-sale reports for vehicles placed in service in 2024 and forward **must be submitted through this tool**.

#### WE NEED YOUR HELP...

...sharing information with your members and helping customers get those tax credits!

#### [Publication 5862](#) Energy Credits Online: Register for Energy Credits Online [\(Spanish\)](#)



#### Share resources for vehicle dealers and sellers

##### Energy Credits Online Registration Portal:

- [Pub 5863](#), A Step-By-Step Guide for New and Used Clean Vehicle Dealers and Sellers for the Energy Credits Online [\(Spanish\)](#)
- [Pub 5867](#), Clean Vehicle Dealer and Seller Energy Credits Online Registration User Guide
- [Pub 5902](#), Clean Energy Authorization Permission Management

##### Time of Sale Reporting:

- [Pub 5864](#), New and Previously Owned Clean Vehicle Credit Time of Sale Reporting with Energy Credits Online [\(Spanish\)](#)
- [Pub 5867-A](#), Clean vehicle time of sale reporting user guide

##### Credit Transfers:

- [Pub 5865](#), Clean Vehicle Credit Transfer
- [Pub 5899](#), Clean Vehicle Credit Transfer: Information you need to provide to the registered dealer [\(Spanish\)](#)
- [Pub 5900](#), Important Information for Consumers Transferring Clean Vehicle Tax Credits [\(Spanish\)](#)

##### For Car Buyers:

- [Pub 5866](#), New Clean Vehicle Tax Credit Checklist [\(Spanish\)](#)
- [Pub 5866-A](#), Used Vehicle Tax Credit Checklist [\(Spanish\)](#)





**The State of Colorado's Vehicle Exchange Colorado (VXC) program continues to accept automobile dealer registrations on a rolling basis.**

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The VXC program helps income-qualified Coloradans recycle and replace their old or high-emitting vehicles with electric vehicles (EVs) by providing approved applicants with a discount on the upfront cost of an EV purchased or leased at an authorized automobile dealer.

Please [visit the VXC website](#) to learn more about the program (see the "Participating Automobile Dealers" section). If you are interested in preregistering your automobile dealer for this program, you may do so at this link. Following completion of your preregistration, a VXC program representative will contact you regarding next steps.



**COLORADO**  
Energy Office

