

BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION



CAREER FAIR

April 18, 2025



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2025 EVENTS CALENDAR

January - May

Colorado Legislative Session

February 12

Q1 Board Meeting

April 17-20

Colorado Auto Show - Industry Night

June 11

Q2 Board Meeting

June - August

Regional Meetings

Sept. 8-10

Project DC & Q3 Board Meeting

October 8

Golf Event - Clear the Air Foundation

Nov. 13-14


Strategic Planning Retreat

November 13

Colorado Automotive Hall of Fame

December 10

Holiday Luncheon & Q4 Board Meeting



See
PG. 8
for
FREE
tickets
to the
auto
show!

More details will be provided about each of these events. For questions, please reach out to Margo Finer at margo@colorado.auto.



Jeff Taylor
Chairman of the Board



Colorado Auto Show 2025: Driving Fun & Building Connections

The Colorado Auto Show—formerly known as the Denver Auto Show—is back and stronger than ever! As auto shows across the country experienced a decline during the pandemic years, we are witnessing a resurgence, proving that these events remain one of the most effective ways for dealers to engage with the public. In an age where trust is key, there is no better opportunity for consumers to explore vehicles in a low-pressure environment, ask questions, and feel the excitement of driving firsthand. Here in Colorado, we know that nothing replaces the value of seeing, touching, and experiencing a vehicle in person. Consumers want more than just online research—they want to sit behind the wheel. As dealers, these interactions help us establish trust and reinforce the relationships that drive our business forward.

This year, we're adding a new feature to the show: Colorado Adventure. Vehicles aren't just about getting from point A to point B—they're about the experiences they unlock. Whether it's towing a boat to the lake, packing up for a ski trip, or heading off the beaten path, we want to showcase the full spectrum of what vehicles can do. By creating a space

Dedicated to real-world adventure, we're highlighting the deeper connection between consumers and the cars they choose. As dealers, we aren't just selling cars—we're driving fun and helping Coloradans fuel their passions.

Another exciting component of this year's show is Industry Night on Friday, April 18, from 4:00 PM to 9:00 PM, at the show. Any employee of your dealer can get into the show for free, please see the flyer for more details. Clear the Air Foundations Career Fair is also happening Friday, April 18th at the show. One of the biggest challenges we face as an industry is the ongoing shortage of skilled technicians. This career fair is a chance for dealerships to connect with the next generation of techs who will keep our service departments running for years to come. Dealers, sign up here!



[Career Fair Sign up](#)

At its core, the Colorado Auto Show isn't just about selling cars—it's about keeping our industry strong. It's an opportunity for us to come together, showcase innovation, and invest in the future of automotive retail in our state. I look forward to seeing many of you there.

REGISTER FOR INDUSTRY NIGHT!

Friday, April 18 | 4:00 PM - 9:00 PM

Colorado Convention Center

The Colorado Automobile Dealers Association invites you to attend Industry Night at the 2025 Colorado Auto Show.

Bring up to two guests OR your immediate family members (a maximum of two adults and three children) to enjoy **FREE** admission to the Colorado Auto Show.

Register Here



Disclaimer: Only individuals with a member organization or trade school ID will be eligible for no-cost tickets to the Colorado Auto Show for Industry Night. Free admission is only available during Industry Night, general admission prices will be charged at all other times.

REGISTER
 **ONLINE**



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Matthew Groves
President/CEO

Trends in Consumer Inquiries

CADA serves as an intermediary for consumers with concerns over motor vehicle transactions and provides communication with general managers in attempting to resolve these concerns before they become full-blown regulatory actions with the dealer board. As trend lines begin to appear in complaints, we will relay them back to you all in an effort to preemptively address them.

In the last 90 days, the number of complaints regarding service shops and quality of service has skyrocketed. To be clear, CADA's attempts at mediation focus around legal issues - generally in the franchise law, certificate of title act, or motor vehicle repair act. Quality of service is most often not governed by law, but by contract. Therefore, several of you have gotten messages from me with the qualification, "I don't see a legal issue here."

With that said, these inquiries comprise about 70% of all incoming inquiries for this quarter. There are, of course, some customers who just can't be satisfied. I did have one individual

file against multiple dealerships on the same issue, on the same day. But, as customer satisfaction directly impacts CSI, I bring this to your attention because the issues are statewide and across a wide variety of consumers.

EPA Announces Plan to Unravel Regulations

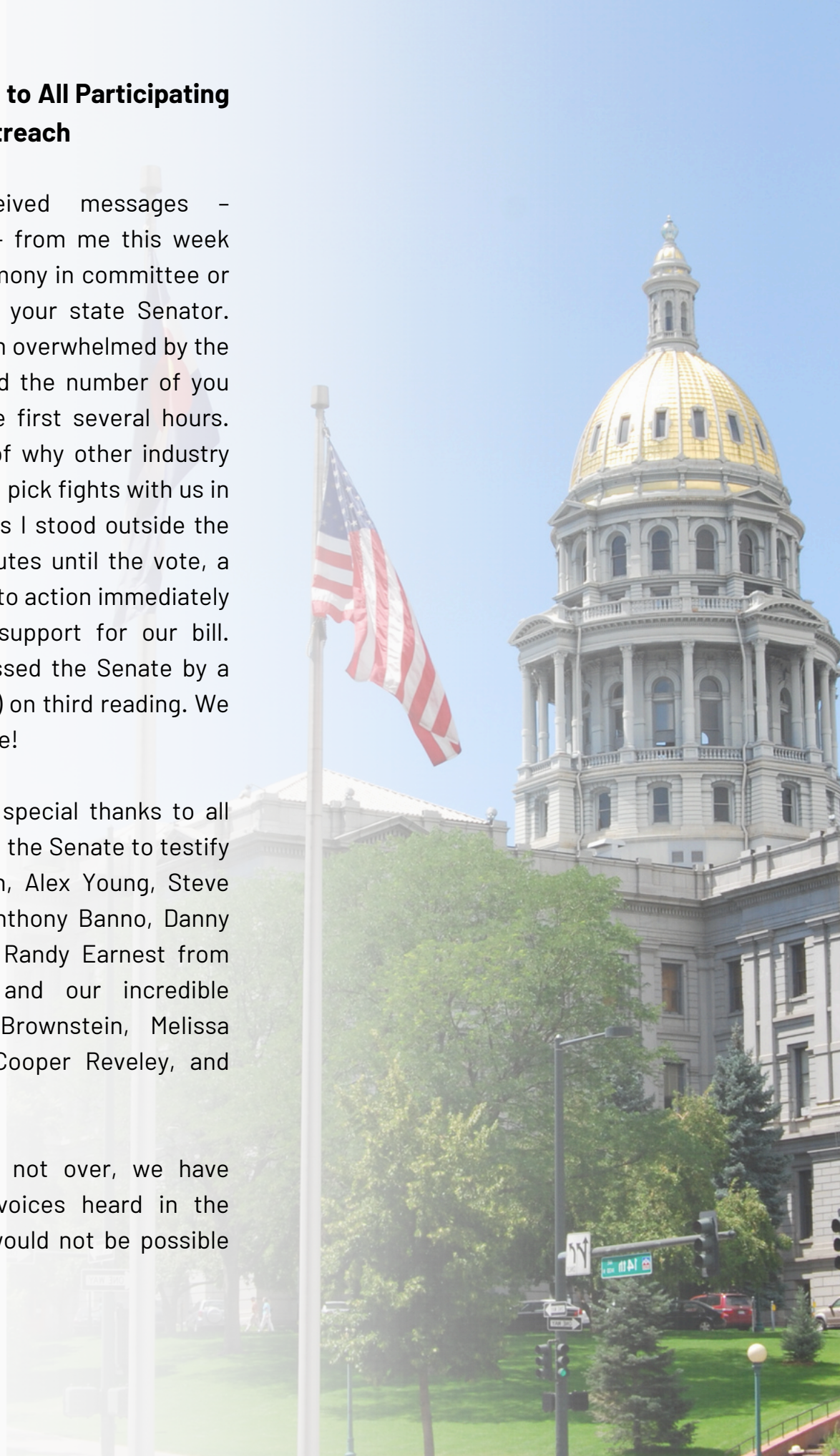
New EPA Administrator, Lee Zeldin, recently announced his intent to roll back several Biden-era energy regulations. Among these were the transportation and EV mandates adopted in the last 4 years. This will certainly be an extended and complicated process, almost certainly tried in the courts by environmentalists. But, given the broad-spanning impacts of these rollbacks, it is very likely that the auto industry will be thrust into the limelight again as we adjust to the new status quo. It is worth mentioning that the rollback of federal standards may, but will not necessarily, eliminate some of California's standards as well.

A Sincere Thank You to All Participating in our Legislative Outreach

Many of you received messages – sometimes panicked – from me this week asking for either testimony in committee or direct 1:1 outreach to your state Senator. First, I will say that I am overwhelmed by the positive responses and the number of you that replied within the first several hours. You are all evidence of why other industry groups are reluctant to pick fights with us in the legislature. Even as I stood outside the Senate floor with minutes until the vote, a handful of you jumped to action immediately to secure additional support for our bill. Ultimately, our bill passed the Senate by a vote of 22-12 (1 absent) on third reading. We are now on to the House!

I would like to give a special thanks to all those who came out to the Senate to testify in person. Fred Emich, Alex Young, Steve Powers, Don Hicks, Anthony Banno, Danny Madigan, Matt Tynan, Randy Earnest from Fairfield & Woods, and our incredible legislative team at Brownstein, Melissa Kuipers, Jia Meeks, Cooper Reveley, and Sloan Whelan.

While the process is not over, we have definitely made our voices heard in the Senate this week. It would not be possible without you!





Jackson Piggott
 Bill Barrow Fellow
 for Government Affairs

2025 “Affiliate Bill” Advances in the Colorado Senate

CADA was successful in advancing its affiliate legislation through the Senate Business, Labor, and Technology Committee with a 5-2 vote. A few days later, the bill passed second reading on the Senate floor by a voice vote. Our effort in the Senate concluded on Monday, March 17th, with its third and final reading across the Senate floor. We were successful here, with a vote of 22- 12 in the affirmative. This means the legislation will move on to the House, which may get tricky given the wider range of interests represented by its 65 members.

shares board members, and executive officers. Scout has also failed to preserve the image of independence within the mainstream media, with it often being referred to as a ‘subsidiary’ of VW.

During the committee hearing, board members Don Hicks (Shortline) and Anthony Banno (Phil Long) –delivered compelling testimony on the vital role franchised dealers play in Colorado’s automotive sector. Their arguments underscored the importance of fair competition, the economic impact of dealership investments, and the essential consumer protections dealers provide. Lawmakers were reminded that franchise agreements exist to ensure accountability, quality service, and consumer protection—elements that are often compromised in a manufacturer-driven direct sales model.

We are fortunate to have the outstanding guidance of our bill sponsors, Senators Iman Jodeh (Aurora) and Marc Snyder (Colorado Springs), as well as the team at Brownstein to provide insights and strategies to help us navigate a path to success. While there are still obstacles ahead, we know that when this industry bands together, we are a formidable force in the legislature. Please stay tuned for future opportunities to engage, as this bill continues to move through the process.

Senate Business, Labor & Transportation Committee Vote on SB25 - 160

<u>AYE</u>	<u>NAY</u>
Jessie Danielson, Chair	Nick Hinrichsen
Mark Baisley	Faith Winer
Marc Catlin	
Iman Jodeh, Sponsor	
Larry Liston	

The bill is designed to prevent Volkswagen, or any other legacy manufacturer, from sidestepping Colorado’s franchise law and selling vehicles direct to consumer through the purchase of a strawman group, like Scout. It does this by amending the definition of a manufacturer to include an “affiliate,” much in the way that VW is a controlling shareholder,

Colorado State Capitol

Testifying: SB25-160 | March 6, 2025



Matthew Groves, Fred Emich, and Randy Earnest



Don Hicks, Alex Young, Anthony Banno, Steve Powers, and Danny Madigan



Don Hicks, Alex Young & Anthony Banno

INTOUCH VP

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Protect Your Lot. Empower Your Customers. Simplify Your Operations.

✓ Pre-Load Accounts

Complete Lot Protection
1-year lot management
+3 years stolen vehicle recovery for consumers.

Smart Lot Security
Safeguard on-site and off-site inventory with geofencing.

Theft Benefit
Secure your lot with our \$10K Dealer Lot Protect.

Effortless Tracking
Instantly locate inventory via mobile or desktop.

Hassle-Free Setup
Dealer consignment available, with no monthly fees for dealers or consumers.

Consumer Theft Benefits
Optional coverage at \$5K, \$10K, or \$25K replacement value.

✓ Non Pre-Load Accounts

Stolen Vehicle Recovery
3 or 5-year protection for consumers.

Consumer-Friendly
No monthly fees, plus mobile app access.

Flexible Options
Dealer consignment available and optional theft coverage (\$5K, \$10K, or \$25K).

⊕ Battery Powered Benefits

- ✓ Wireless device.
- ✓ No wire cutting.
- ✓ No labor required.
- ✓ No missed unit cost.

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Mark Zeigler
Clear the Air
Foundation Director

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Donate cars to change lives!

While the Clear the Air Foundation is on solid footing at the moment, that could change in an instant with the cancellation of the \$7,500 Federal tax credit and the very real likelihood of crippling tariffs on automobiles. If either or both occur, the VXC donations are likely to drop. This will have a devastating effect of the Foundation. What we need is support from our dealers.

What can you do to help? There are two options: donate old cars that you take in on trade or, if that isn't possible, set up a recurring monthly financial contribution in the amount of your choosing.

Why does this matter to you? Last year I awarded 70 scholarships to students currently working at new car dealerships and the goal is to reach 100 this year. This is having a measurable impact in helping these recipients establish themselves in your shops by providing them with much needed tools to get their work done. It's literally life-changing.

There are other initiatives we're working on, including partnering with the ASE Education Foundation to help automotive programs in crisis.

Finally, a word from a recent scholarship recipient: Lucas Ortiz with The Faricy Boys automotive received a \$2,500 tool scholarship:

"I'd like to start off by saying thank you Brent McDuell for believing in me and motivating me to apply for this scholarship, and a thank you to Harrison and Brandon. Lastly, a big thank you to Mark and the Clear the Air Foundation for this opportunity and support in helping me further my career in automotive.

...this award means that I can, with the right tools, assure you I can get the job done quickly, efficiently, and most importantly correctly the first time. What this support and opportunity also means to me is knowing I can give our community high quality services that I can be proud of. Also, this opportunity will help to accelerate my trajectory in my career path as an automotive technician and help to attain my goals."

[**Donate cars here!**](#)





AUTOMOTIVE CAREER FAIR

At the Colorado Auto Show
April 18 | 4-9pm
The Colorado Convention Center



Dealer Registration



Membership Benefits of:



Legislative Representation

CADA has a constant presence at the state Capitol and in various counties and municipalities. We represent dealer interests in Colorado Franchise Law as well as consumer finance, transportation appropriations, labor/employment law, and Titling and Registration regulations. We are also able to connect participating dealers into political events for first-hand experience in policymaking and politics.



Regulatory Updates/Reminders

In addition to the Colorado Capitol, CADA actively participates in rulemakings with the State's Motor Vehicle Dealer Board, Air Quality Control Commission, and Department of Revenue to shape the implementation details of recent legislation. Following rulemaking, we will frequently hold [educational seminars](#) or create training videos to help dealers understand the state's ongoing expectations. CADA also produces a [500+ page compliance guide](#) every three years for a comprehensive and notated explanation of what Colorado dealers must prepare for to do business in the state.

Consumer Mediation

Consumers often come to CADA to make inquiries when they are dissatisfied with their buying/service experience. CADA will hear their concerns, relay them to the GM while identifying any potential regulatory concerns. Resolution is then left to the consumer and the GM. CADA heard around 200 consumer inquiries last year, and was able to help resolve ~70% before they became regulatory complaints at the Dealer Board.

Workforce Development

CADA knows that competent technicians are a constant need for dealers. This is why [Clear the Air Foundation](#) (CTAF) exists: to provide scholarships for automotive students who will soon work in your dealerships. 2024 was a record year, with 65 scholarships were awarded to automotive technicians. CTAF is looking forward to another record year in 2025 of providing dealers techs!



Access to Affiliate Organizations

Legislative work is always a team sport that necessitates coalition building. CADA, or Matthew personally, holds board positions on several issue-based organizations to protect dealer interests. This includes the Coalition to Simplify Colorado Sales Tax, the Colorado Civil Justice League, participation in the Colorado Chamber's Political Action Committee, as well as participation in One Main Street and Colorado Concern. These organizations defend broader business issues that are not limited to the automotive industry. Victories in this area have included the development of the Sales & Use Tax System (SUTS) and the elimination of several private rights of interests and the preservation of the public impact test for class actions.

Networking Events

While many neighboring dealers are competitors, we share far more common ground than differences. At Regional Meetings, Title and Compliance trainings, and the Economic Impact Dinner your discussions start to reveal trends in industry that later become CADA's legislative goals. Our Hall of Fame Gala honors the lifetime accomplishments of long-time dealers, and our golf tournament engages your employees in a fun day of networking. A list of our 2025 events can be found on page 2.



Verified Service Providers

CADA keeps two levels of affiliated service providers - [Allied](#) and [Endorsed](#) - to ensure that we can recommend someone to meet every need of a dealership. These organizations all participate with fellow Colorado dealers and have established a relationship with CADA to show their expertise and stability in operations. Many also offer special pricing to CADA members.

Use of CADA Building at 290 Speer

CADA's [Bud Wells Board Room and 290 Media Center](#) are available for any visiting dealers, OEM, LMA, or community non-profit. With a full kitchen and loading dock, dealers are encouraged to utilize CADA's building free of charge for their business meetings.



Salesperson Mastery Exam Facilitation

CADA offers administration of the State-required [Salesperson Mastery Test](#) at our building in Denver. The testing center is open 8am - 2pm. Our testing center requires no appointments, making it a convenient location for testing.



CONTACT US

Colorado Automobile Dealers Association

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