

BULLETIN





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Jeff Taylor
Chairman of the Board

Colorado Automotive Hall of Fame

Every journey has a beginning, middle, and end. As I approach the end of my journey as your Board Chairman at CADA, and fourth year on the Executive Committee, it merits a look back over all we've accomplished.

The same is true for the career of a dealer. The first few years are spent cutting teeth and learning the ropes of this very complicated industry. The bulk of the experience is a grind. Building and maintaining your team, growing your business, managing your facilities, workforce, and manufacturer relationships. And in the blink of an eye, you find yourself looking to pave a way out and pass on the legacy you've built to a buyer or your next generation.

This is why the Colorado Automotive Hall of Fame event is so important. It is a culmination of a few storied careers. Some we've collaborated with, some we've competed against, some we've stood side-by-side with during manufacturer battles or bankruptcies, some we have cursed up and down as customers danced back and forth between our dealerships. But, all of whom are culminating a career, passing on a legacy and a standing in their community the way we hope to someday. I would encourage you to join us at this event – Thursday, November 13th – at the Gaylord of the Rockies. Not because it's the Association's biggest event, and not because it's a beautiful venue, but because you recognize that these individuals are your peers, whose own success continue to pave the way for yours. When your day comes, you too will want to look out and see your community looking back up at you.

The Hall of Fame helps carry forward institutional memory. Our history is a powerful teacher, but only to the extent we document and learn its lessons. This year's inductees: Ed Carroll, Cullen & Ward Thompson, Ivette Dominguez Drawe, "Big Mike" Naughton and Michael Dommermuth have stories that provide templates for leadership, service, and adaptation. By honoring them, we remind ourselves where we came from, and what character has meant in success and challenge.

As your Chairman, I see the Hall of Fame as one of our flagship events. When dealers, suppliers, legislators, and community figures show up, it underscores our cohesion, our mutual respect, and our relevance in Colorado's economic and civic life. It tells our stakeholders that we are proud of our trade, that we are organized, and that we are committed to raising standards and serving responsibly.

In closing, I urge every member to attend the Colorado Automotive Hall of Fame. It is an evening of recognition, reflection, and re-connection. It situates us within a distinguished tradition, strengthens our community bonds, and charges us to carry values and excellence into the years ahead. It is not just a dinner—it is a statement about who we are, where we come from, and where we intend to go.

You're Cordially Invited

COLORADO



AUTOMOTIVE

EST

Hall of Fame

2020

Purchase Tickets

THURSDAY

November 13, 2025

5:30PM - 9:00PM

**Gaylord Rockies Resort & Convention Center
Juniper Ballroom
6700 North Gaylord Rockies Boulevard
Aurora, CO 80019**



Matthew Groves
CEO/President

COLORADO UNDERTAKING ENFORCEMENT SWEEP ON HONORING OPT OUT PROVISIONS FOR TARGETED ADVERTISING

Last month, Colorado Attorney General Phil Weiser announced that he was joining California and Connecticut in a coordinated multistate “sweep” regarding consumer opt-outs under Colorado’s Privacy Act. This is the first time since the implementation of the state Privacy Act that we have seen enforcement action. And while the Act has a partial entity-level exemption for dealers in compliance with the federal Gramm-Leach-Bliley Act, we do not believe that the exemption covers the topic of this sweep.

The investigative sweep may include:

- Investigating businesses that may be ignoring global privacy control (GPC)-based opt-out signals or failing to treat them as valid consumer requests.
- Sending letters to non-compliant businesses asking them to amend their practices regarding consumer opt-out requests via GPC.
- Reminding dealers that a GPC is a valid request to stop selling, sharing, or targeting consumers under the state privacy act.
- Reminding dealers of the significant regulatory penalties for continued non-compliance.

As a reminder, the Colorado Privacy Act requires dealerships to honor universal opt-outs starting July 1, 2024. Under his rulemaking authority, Attorney General Weiser elected to recognize Global Privacy Controls as a valid mechanism.

In English:

The Colorado Privacy Act (Senate Bill 21-190), was signed by Governor Polis in July 2021. This gave Colorado consumers the right to access, delete, correct, or opt out of having personal data sold or used for targeted advertising. It also empowered the Office of the Attorney General to make rules defining how these rights operate. The most significant of these rules is known as the “universal opt-out mechanisms,” or by its silly acronym, UOOMs.

The rulemaking accepted several types of UOOMs for public comment. These were all devices designed to give consumers more control over the flow of their data. In December 2023, the Global Privacy Control (GPC) was the first and only mechanism to be accepted to meet the standards of the Privacy Act. It’s designed to provide consumers a blanket method to automatically exercise their opt-out rights.

This method sends a signal from the consumer's web browser to the businesses web site as to whether they want their personal information shared or sold. If a dealer website doesn't honor that request, they've violated the law.

Beginning July 2024, dealerships must honor the GPC signal and ensure they are no longer collecting personal data for targeted advertising. More information can be found on the Attorney General's website at

Real World Example:

I am buying a new car. I go to a website to check out inventory on Chrome. I ask the chatbot a question. I do not provide my cell phone number. The chat bot relays my information to a sales manager who immediately calls my cell phone, then texts me. How'd they get the number? No idea.

Now, let's say instead of Chrome I was using a browser where I had enabled the GPC, or one that has a GPC as a default (DuckDuckGo, Brave, etc.) Colorado law requires that you recognize the GPC and honor the opt out. Using target cookies in spite of this, fails to recognize my opt out. This has violated my rights under the Colorado Privacy Act. This is the type of thing the AG will be looking for. "What mechanisms are in place within your website to recognize GPC signals from consumers' browsers?"

How do I know if my website recognizes a GPC as an Opt Out?

There are commercially available GPC testing tools, or some website developers may include a transparency statement on their terms & conditions. But CADA has long-endorsed

ComplyAuto for both Gramm-Leach-Bliley compliance as well as data privacy. Their privacy tools were designed around a nearly identical California law long before the Colorado Privacy Act came into effect. ComplyAuto's privacy tools ensure that your sites honor the GPC. It is probably the easiest, and most complete and user-friendly way to ensure compliance.

What to do now

If you are not certain that your website honors universal opt out mechanisms, it's time to check with your developer or contact ComplyAuto. While the AG's letters to covered entities are giving an opportunity to come into compliance before enforcement, once they know you've got a history of non-compliance, you're likely to stay on their radar. Now is the time to act. And, of course, if you receive such a letter from the AG, please contact Matthew Groves at matthew.groves@colorado.auto so we can monitor and relay trends in enforcement to the dealer body.



Jackson Piggott
Bill Barrow Fellow
for Government Affairs

Lower Rates, Higher Stakes: September's Roadmap for Colorado Dealers

Here's what moved the needle this month. On September 17, the Federal Reserve delivered its first interest rate cut of 2025, trimming 25 basis points to 4.00%–4.25%. The data implies two additional quarter-point moves by year-end; markets handicap two to three depending on the next labor and inflation prints.

Auto financing hasn't fallen—yet. Motor vehicle rates remain sticky as lenders reprice with a lag: averages are holding in the upper-9% range for new and mid-teens for used. Expect materially better payments only if the Fed follows through again in Q4. Until then, payment sensitivity will create friction for consumers.

Sales momentum held into late summer. Cox Automotive estimated August SAAR near 16.1 million, steady for two straight months. Affordability remains the governor on conversions.

Colorado politics: budget triage and EV-credit whiplash. After the late-summer special session to address One Big Beautiful Bill (OB BB) impacts, lawmakers moved to plug a sizable revenue gap—a signal that fiscal pressure persists and program trims are on the table. On

incentives, Colorado's state EV tax credit is \$3,500 through 2025 and slated to step down to \$750 in 2026. Federal credit timing produced a late-September blitz as shoppers raced to capture benefits. In an effort to mitigate the offset, Colorado will actually increase its Vehicle Exchange Program (VXC) incentive to \$9,000 on new and \$6,000 on used.

Leadership in the legislature continues to change: after Minority Leader Rose Pugliese's exit, House Republicans chose Jarvis Caldwell as their new minority leader, and El Paso County Republicans seated Ava Flanell to fill HD 14—both moves likely to trigger committee reshuffles once assignments are redrawn. Both Pugliese and Caldwell are friends of CADA.

On the policy front, 2025's HB25-1189 modernized titling and registration and authorizes inflation indexing for certain fees; July fee schedules already ticked up modestly, including EV registration. Efforts to repeal the retail delivery fee stalled this year, but pressure to revisit the surcharge is likely to be resurfaced next session. If you have any questions or concerns regarding recent regulatory changes, call CADA and ask for Jackson.



Mark Zeigler
Clear the Air
Foundation Director

Why Your Partnership Is More Important Than Ever

As you know, the Federal EV tax credit is ending on September 30, 2025. This change will likely shift the market significantly, but there are new opportunities on the horizon. On October 2nd, we announced significant changes to the Vehicle Exchange Colorado (VXC) program that will greatly benefit consumers. We are focusing on a critical need that directly impacts the future of your dealership: supporting a pipeline of entry-level technicians.

The Clear the Air Foundation has been a driving force in this effort, awarding 228 scholarships worth \$911,000 to deserving young people pursuing careers as automotive technicians. These individuals often face immense financial pressure, struggling to pay for tuition and tools while supporting themselves and their families. This strain is a major reason why many potential technicians leave the field before they even get started.

The Power of Your Donations

Your vehicle donations are the engine that powers our mission. This year, dealer donations account for only 173 vehicles out of 1,032 total donations through August. This is far from enough to sustain our program and meet the growing demand for support in light of the anticipated decrease in EV sales.

Imagine the impact if every dealership in the state donated just **one vehicle per month**. This would

generate over 3,000 donations a year, providing the resources to award \$275,000 annually in scholarships. This level of support would not only transform our ability to provide financial aid but also allow us to expand our focus on internship and apprenticeship programs, directly funneling talent into your service bays.

This isn't just a charitable contribution; it's a strategic investment in your dealership's future. By helping us support the next generation of technicians, you are directly helping to solve your own staffing challenges and ensure your service department remains profitable for years to come.

How You Can Make a Difference

It's simple to get started:

1. Commit to donating one vehicle per month. (Even one vehicle makes a huge difference!)
2. Provide us with a contact person at your dealership who will be the lead on donations.
3. Start your first donation today using this [link](#)

Your partnership is a game-changer. Together, we can build a strong pipeline of skilled technicians and secure a brighter future for the automotive industry.

Thank you for your consideration and support.



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	✓
August	Special Legislative Session	✓
September 8-10	Project DC & Q3 Board Meeting	✓
October 8	Golf Event - Clear the Air Foundation	✓
November 13-14	Strategic Planning Retreat	
November 13	Colorado Automotive Hall of Fame	
December 10	Holiday Luncheon & Q4 Board Meeting	



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