

# CAD

COLORADO AUTOMOBILE  
DEALERS ASSOCIATION

# BULLETIN

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## CAREER FAIR

April 10, 2026

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**CLEAR THE AIR**  
FOUNDATION



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# 2026 EVENTS CALENDAR

January - May	<b>Colorado Legislative Session</b>
February 4	<b>NADA Show Brownstein , CADA, Vitu Event</b> ✓
February 11	<b>Q1 Board Meeting</b> ✓
April 10-12	<b>Colorado Auto Show</b>
June 9	<b>Q2 Board Meeting</b>
June - August	<b>Regional Meetings</b>
TBD	<b>Special Legislative Session</b>
September 14-16	<b>Project DC &amp; Q3 Board Meeting</b>
September 28	<b>Golf Event - Clear the Air Foundation</b>
November 12	<b>Colorado Automotive Hall of Fame</b>
December 9	<b>Holiday Luncheon &amp; Q4 Board Meeting</b>

Questions, on events and sponsorships? Please reach out to Tiffany Coolidge at [tiffany.coolidge@colorado.auto](mailto:tiffany.coolidge@colorado.auto).

# When Systems Don't Work Together



Integration has become one of the most talked-about topics in dealership technology—and for good reason. Systems now integrate with the DMS, the CRM links to desking tools, payment platforms sync with accounting, and reporting pulls data across multiple systems. In most dealerships today, information moves between platforms reliably.

As integration has become standard, another word has quietly taken on the same meaning in conversation: connection. When vendors describe integrated systems, and when dealers describe their technology environments, the assumption is often that if systems integrate, they are connected. The two are related, but they are not interchangeable.



A dealership can have systems that exchange data accurately and still find that execution requires more coordination than expected. Transactions post correctly. Reports generate. Information syncs. Yet accounting spends time reconciling across platforms, managers clarify ownership before approvals, and adjustments require manual review. Nothing is technically failing. The distinction is structural.

Integration refers to the technical ability of systems to transfer data. Connection refers to how those systems support the flow of real work across departments under everyday operating conditions.

That difference becomes measurable quickly.

Across industries, more than half of operational inefficiencies stem from disconnected systems. Up to 30% of employee time is spent reconciling between platforms. Nearly seventy percent of digital transformation initiatives fall short of expected return—not because the software fails, but because systems were never structured to function cohesively under real-world conditions. Dealerships experience this gap in practical ways.

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Transactions rarely move in a straight line. Customers split payments. Refunds occur days later. Adjustments happen after a deal closes. Chargebacks surface without warning. The same transaction may pass through sales, service, parts, accounting, and payables before it is fully settled. If systems integrate but are not designed to manage that entire life cycle fluidly, people fill the seams. They reconcile across tools, double-check totals, and clarify ownership between departments. Each step feels manageable in isolation, but together they create an operating rhythm that depends on manual reinforcement.

Over time, that reinforcement carries cost—in time, in oversight, and in margin protection. A practical way to determine whether systems are truly connected—not just integrated—is to examine how payments move through the dealership. A transaction initiated in sales may later be adjusted in service, recorded in accounting, and reconciled against payables. Because payments naturally cross departmental lines, they require coordination across the entire operating environment. If the process moves cleanly from one stage to the next without manual intervention, your systems are functioning as a connected workflow. If reconciliation depends on exporting data, email coordination, or cross-checking across multiple platforms, integration exists—but connection is incomplete.

The real question is no longer how many integrations a dealership has. It is whether those integrations produce a connected workflow under real operating conditions. Integration ensures systems can communicate. Connection determines whether the dealership operates with clarity, consistency, and control when real transactions test the environment.

In an industry where margin is earned transaction by transaction and oversight cannot be assumed, the difference between integrated systems and connected systems is not theoretical. It is operational. It shows up in financial visibility, in the consistency of reporting, in how quickly issues are identified, and in how confidently leadership can rely on the numbers.

Integration was necessary.

But connection is what ultimately determines performance.

Dealerships that recognize that distinction and address it deliberately will see the difference not just in smoother execution, but in measurable results.



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**Request a Demo**





**Matthew Groves**  
CEO/President

## Challenging the Assumptions Behind Auto Shows

*Examining the business case for dealer participation in the Colorado Auto Show and what last year’s data reveals about consumer engagement.*

When I started at CADA (2017), I told many of you how getting my start in national security was a product of geography. Being at Maryland during 9/11 changed the career trajectory of many like me. What I don’t often discuss is having left my freshman year in theoretical mathematics to get there. And let me tell you, math majors get you invited to all the parties. So, on my spare Saturday nights, I tended to do quite a bit of reading about how theoretical mathematical systems applied to the real world.

This week, reading DealerPay’s article on systems not working together reminded me of why linear algebraic systems cannot mesh with trigonometric systems. It’s because of the different assumptions underlying each math. Linear algebra works on a line from A to B, whereas trigonometry often deals in arcs. They have different goals. Algebra equates to your stereotypical high school problem of “a train leaving New York,” while trigonometry helps you determine what trajectory a missile at a certain weight and altitude will fly so that you can shoot it down.

The incomplete systems concept is a good analogy for the Colorado Auto Show. During the Great Depression era, an Austrian named Kurt Gödel proved the incomplete systems theory by showing that any complex system will show truths that cannot be proven. This is what makes the system incomplete.

Some things aren’t explainable. This leads into what math nerds call the infinity problem, challenging whether the concept of universal truth even exists.

It also underlies the logical proposition that the more you know, the less certain you are of it. The less you know, the more certain you are.

Ok, enough theoretical talk – what does this have to do with the show?

Auto shows nationwide have operated one way for so long that OEMs and LMAs all accept this path as a universal truth. That premise is: “shows exist to make money for dealer associations.” Period. And in some cases, that’s true. Many auto shows are run by “metro associations” who have no other source of income and must make their operating expenses off the once-a-year event. It’s their existence.

In fact, the Denver Auto Show worked like this prior to the 2008 merger between the Metro Denver and Colorado Associations. So, how are we different now? **Colorado and Utah are two of the only states where the show is owned and operated by the state association.** Speaking only for Colorado, CADA is a dues-based association that has diversified revenue-generating streams.

***“It has been our goal since 2023 to reduce our reliance on Auto Show revenues so that we could return the show to its intended purpose – lead generation for our dealers.”***

While we don’t release our numbers publicly, trust me when I say the days of netting \$1M+ on Auto Shows were left in the early 2010s.

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**Matthew Groves**  
CEO/President

## Challenging the Assumptions Behind Auto Shows, continued

To react to this, we've slimmed down to fighting weight. **Our former five-day show is now a weekend show.** This reduces rent factor, manpower, electricity costs, and vacuuming/car cleaning by a factor of 40%. The busiest days and the features are still in place. The marketing budget for show promotion is the same. But the burden is less.

Still, the underlying premise is that making money is no longer CADA's primary goal.

***"We have committed to operate the show – even at a small loss – so long as we are selling cars."***

The good news is – we are selling cars. (Not from the show floor, of course; that would require a permit.) However, three individuals left the show early last year to go to a dealership and complete their transaction. And this isn't even a question we surveyed. They voluntarily told us.

What we do survey shows us evolving metrics. **Of our paid ticket visitors last year, 3,150 intended to purchase a car in the next 12 months. 450 in the next 90 days.** Yes, our paid ticket sales are down. Even excluding the outlier of 2025, our three-year trend is moving downward. But paid tickets are akin to a marketing campaign based on impressions. It's a rather useless statistic – like the number of people who watch the Super Bowl to see Taylor Swift.

Dealers are looking to sell vehicles, which means they don't want viewers – they want buyers.

So, while we are waning on the population who showed up to be wowed by concept cars and elaborate displays, **we are performing very strongly among a more focused crowd who wants side-by-side comparison to inform their purchasing decisions.**

The other thing that our survey (a product of our recent partnership with AEA) tells us is that **37% come to comparison shop between brands, with 2/3 of those preparing to buy a vehicle.** Particularly compelling to dealers is that **53% responded that they chose to pursue a brand because of a positive experience at the Auto Show,** while **47% said they chose not to pursue a brand because they were not there.** The logical conclusion is that **you can increase your standing via a presence at the Auto Show.**

Below is a graph of the top 7 brands who benefited the most from their participation.

Brand	At Show	Pre-Show Consideration	Post-Show Consideration	Net Change
Toyota	X	5%	36%	+31%
Ineos	X	3%	21%	+18%
Kia	X	14%	21%	+7%
Nissan	X	12%	18%	+6%
Chevrolet	X	15%	20%	+5%
Ford	X	14%	18%	+4%
GMC	X	10%	13%	+3%
Dodge	X	6%	9%	+3%

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**Matthew Groves**  
CEO/President

## Challenging the Assumptions Behind Auto Shows, continued

This meshes with Colorado Retail Market Performance for 2025 (from Auto Outlook), which is a product of actual 2025 registrations times US Market Share. **The highest performing brands were Subaru (8,973), Hyundai (2,984), Nissan (2,462), Volkswagen (2,371), Toyota (2,371), and Ford (2,270). All but VW were Auto Show attendees.**

While we are not saying this is a causal relationship, it certainly is correlative. Being at the Auto Show puts you in front of prospective buyers. Your engagement also serves as the most relevant snapshot available for your standing amongst Colorado’s consumers – which is a great data point while planning 2026’s marketing campaign.

Especially as 2026 marks a period of market transition away from the electric vehicles that defined the first half of the decade, there is going to be significant market movement in the next 12-18 months. CADA is compressing its margins on the Colorado Auto Show to try to open opportunities for manufacturers, LMAs, and dealers to take the reins and control their own fate. This is healthy competition, and we do not want anyone left behind.

The future of auto shows will continue to be an imperfect system until all OEMs and LMAs can establish the fundamental truth that these shows are for the dealers and not for the associations. Some shows will adapt. Others will go under. But Colorado is willing to go to any reasonable length to make this system work. If we align our assumptions, all other logical conclusions will make sense.

*And if you come to the show and find yourself learning nothing, you’re welcome to take me back to my roots and have me try to explain differential equations. You will quickly find out why I transitioned to a federal agent, on a path that ultimately led me here.*

**Matthew Groves**  
CEO, Colorado Automobile Dealers Association



“So, my encouragement is: come to this year’s show. Witness firsthand how Colorado is trying to lead the race to answer the questions, “what will auto shows look like in 5 years? In 10?” It’s not that we’re re-designing a show. We’re just re-purposing it. Instead of trying to project what the consumer wants, we are trying to give the dealers what they are paying for.”



— SAVE THE DATE —

**COLORADO AUTO SHOW**

Colorado Convention Center

**APRIL 10-12, 2026**



**Mark Zeigler**  
Clear the Air  
Foundation Director

## The Career Fair Returns to the Colorado Auto Show

*In conjunction with Industry Night at the Colorado Auto Show, the Clear the Air Foundation is hosting an Automotive Career Fair and we want your participation.*

**The Clear the Air Foundation will host an Automotive Career Fair during Industry Night at the Colorado Auto Show on Friday, April 10, from 4–9 p.m. at the Colorado Convention Center.**

This event gives Colorado dealers a direct opportunity to connect with students from across the state who are exploring careers in the automotive industry. Students will engage with dealership representatives to learn about technician pathways, parts and service careers, sales opportunities, and long-term growth in our industry.

Workforce development remains one of the most pressing challenges facing dealers today. This Career Fair is a simple, high-impact way to meet motivated students and help build the next generation of automotive professionals.

### DEALER PARTICIPATION IS FREE

Each dealership receives a designated space to connect with students during Industry Night.

If you are looking for a meaningful way to invest in your future workforce while supporting the Foundation’s mission, we encourage you to reserve your space and participate.

**Together, we can strengthen Colorado’s automotive pipeline.**

[Click HERE to make a vehicle donation](#)



**At the Colorado Auto Show  
April 10 | 4-9pm  
The Colorado Convention Center**



**Dealer Registration**

2026 Dealer of the Year Award

TIME



*Ben Faricy*  
*Colorado Springs,*  
*Colorado*

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**Nominated by Colorado Auto  
Dealers Association**

**TIME**   
**DEALER OF THE YEAR**  
IN PARTNERSHIP WITH **ally**



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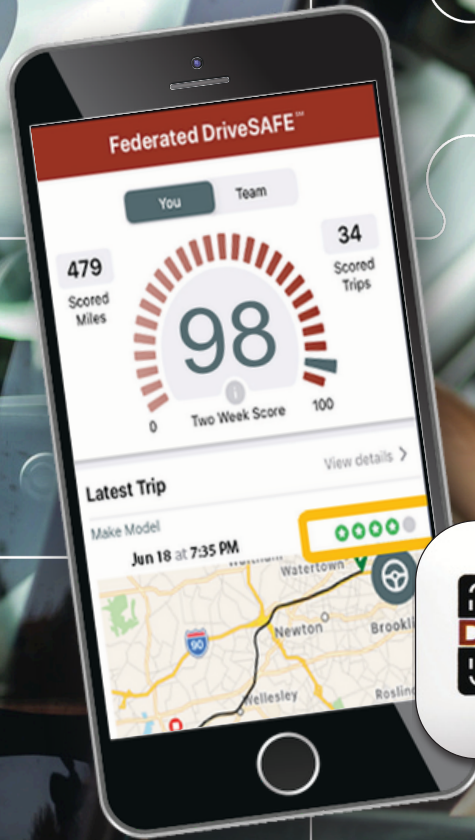


# COMPLYAUTO

## Website Cookies: Litigation and Related Risks Colorado Dealers Can't Ignore

- ✓ Wiretapping & Consent Laws: Why some states require all-party consent and how that affects chats and recorded calls.
- ✓ Notice vs. Consent: Why telling isn't enough, you need active permission before tracking.
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## Colorado Department of Motor Vehicles

<https://dmv.colorado.gov/>

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Find your Driver License Office [HERE](#)

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**COLORADO**  
Department of Revenue  
Division of Motor Vehicles

## Colorado Auto Industry Division

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**COLORADO**  
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