



BULLETIN

COLORADO AUTOMOBILE DEALERS ASSOCIATION

**Colorado Auto Show
Features for 2026 p.8**



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2026 EVENTS CALENDAR

January - May

Colorado Legislative Session

March 4

NADA Show Brownstein, CADA, Vitu Event ✓

February 11

Q1 Board Meeting ✓

April 10-12

Colorado Auto Show

June 9

Q2 Board Meeting

June - August

Regional Meetings

TBD

Special Legislative Session

September 14-16

Project DC & Q3 Board Meeting

September 28

Golf Event - Clear the Air Foundation

November 12

Colorado Automotive Hall of Fame

December 9

Holiday Luncheon & Q4 Board Meeting

See
PG. 7
for
ticket
discount
to the
Auto
Show!

Questions on events and sponsorships? Please reach out to Tiffany Coolidge at tiffany.coolidge@colorado.auto.



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Matthew Groves
CEO/President



Dealing with a Slow Start to 2026

No parables or quotes this month. I think if any of us could have chosen how we wanted Q1 to go, no one would have chosen 2026. Global events, wholly unrelated to motor vehicles, have put a cloud over what was forecasted to be a good year. While February is typically a slower month, the start to March has given us some concern. Cox's February forecast has the market off approximately 3.5% year-over-year. Atop this, many manufacturers are struggling with allocation as they rebalance away from electric models. I think we would all welcome a silver lining this month.

Fortunately, the news on the legislative side is starkly more optimistic. During this season, when we are generally riddled with environmental, consumer, and tax mandates, we have fared reasonably well in 2026 – both in Washington and in Florida. Our hope is that the absence of additional regulatory burdens will smooth the path for retail sales when the market (and broader economy) returns to normal conditions.

In Washington:

After having successfully stalled Right to Repair bills in Colorado, this issue flared up as a real threat at the federal level, risking pre-emption of all the work various states had done to preserve the integrity of our professional service shops and protect our customers. It initially appeared as though the Right to Repair concept may be included in this year's Surface Transportation bill. However, concerted grassroots efforts led to the Energy & Commerce Committee pulling the bill from consideration during this week's markup, decreasing the likelihood that it is included in the final bill. This denotes a win, albeit a temporary one, for dealers and consumers.

In Denver:

CADA has joined a wide variety of stakeholders in opposing HB 1261 to prevent the creation of a 3-day right of return on motor vehicle purchases. Initially, bill sponsors had narrowed the right to mirror what California put into place last year, seemingly making the bill more likely to pass. However, through consistent opposition, the bill sponsor will move today to postpone this bill indefinitely. This is government speak for killing his own bill. This will give us the calendar year to work on the concept with him in a way that does not damage dealers.

Additionally, we have been pursuing SB 003, which requires manufacturers to take ownership of electric vehicle batteries at the end of the vehicle's life cycle. While the legislation continues to go through the process, we have successfully added a provision that OEMs cannot simply pass the cost of recycling or transportation along to the retailer.

In the Market:

Honda announced this week that it was 'pulling the plug' on its effort to sell the Afeela models direct to consumer, in competition with their own franchised dealers. [EV News Article](#). This follows closely after a lawsuit by the California New Car Dealers Association defeated a motion to dismiss by Sony and Honda. This also underscores the importance of dealer-led litigation against these unlawful competition efforts that manufacturers continue to push. I have made the analogy that the water level is rising. While this was enough to send Honda and Sony under, we still have a little further to go before we can capsizе Scout Motors.

Continued on Page 6

Dealing with a Slow Start to 2026, continued

This effort goes on as Scout has intervened in our lawsuit, *Emich v. Colorado Dept. of Revenue* (2025), with a similar motion to dismiss. Our legal team – Fairfield & Woods and Bass, Sox, Mercer – is compiling a response now. All in, this is a step in the right direction.

Public Relations Project:

In response to a request from our board to start speaking directly to the public, we have initiated an effort to develop :15- and :30-second spots that can be aired on streaming sites discussing dealers' role in the community from the standpoint of the non-profit organizations we support. We are starting in Colorado Springs and developing an example of what these spots will look like for Board approval before moving on to four additional media markets in the state. If you have a strong relationship with a non-profit and believe that they would appear on camera to discuss your charitable impact to their organization, please reach out and let me know.

Matthew Groves
Chief Executive Officer
matthew.groves@colorado.auto
303.831.1722



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the 2026 COLORADO AUTO SHOW April 10-12

Hours Location

The Colorado Auto Show returns to downtown Denver this April, bringing together the latest vehicles, interactive experiences, and industry engagement opportunities under one roof.

Hours:

- Friday, April 10 (Industry Night): 4-9 PM
- Saturday, April 11: 10 AM-8 PM
- Sunday, April 12: 10 AM-6 PM

Location:

Colorado Convention Center
700 14th Street, Denver, CO



SHOW FLOOR FEATURES

The 2026 show features a mix of confirmed manufacturers, experiential activations, and hands-on opportunities designed to engage a broad audience.

Vehicle Displays & Manufacturers

Attendees can explore a range of new models across brands, including the latest in trucks, SUVs, EVs, and performance vehicles.

Test Drives

Select manufacturers will offer ride-and-drive experiences, giving attendees the opportunity to get behind the wheel and experience new vehicles firsthand.

Interactive Experiences

- F1 Racing Simulator - immersive, competitive driving experience
- Subaru Loves Pets Adoption Event - onsite dog adoption activation
- RC Racing & Driving Simulators - skill-based, interactive exhibits
- Adventure & Outdoor Vehicles - RVs, campers, and powersports

The show continues to expand its experiential footprint, giving attendees more reasons to engage beyond traditional displays.



get TICKETS
 www.COLORADOAUTOSHOW.com
 Kids 16 & Under FREE



INDUSTRY NIGHT

Friday, April 10 | 4-9 PM

Industry Night provides complimentary access to the Colorado Auto Show for professionals across the automotive industry.

Dealership employees, manufacturer representatives, and industry partners are invited to attend and explore the show floor at no cost.

How to attend:

- Pre-register in advance ([click here](#))
- Scan the QR Code below OR
- Provide a signed letter on dealership/manufacturer letterhead (see example below)

Register Here



Each verified industry professional may bring one guest or immediate family members (up to two adults and three children).



Career Fair


Friday, April 10 | 4-9 PM

Held during Industry Night, the Automotive Career Fair connects dealerships with students and job seekers exploring careers in the automotive industry.

What to expect:

- Direct interaction with students and emerging talent
- On-floor visibility during peak Industry Night attendance
- Structured engagement through student participation activities

Dealers are encouraged to participate and use this opportunity to support workforce development while building recruiting pipelines. Its FREE for dealers and students to participate. You can sign up to attend or host a booth at CLEARTHEAIRFOUNDATION.ORG



Date: April 10, 2026

This is to verify that
 <Employee's Name>
 is a current employee of this dealership and/or manufacturer.

His/her title with the company
 is _____

Employee: Please fill out the following info before arriving on
 Industry Night:

Cell phone number _____
 e-mail address _____
 Title _____

Bring your photo ID with you.

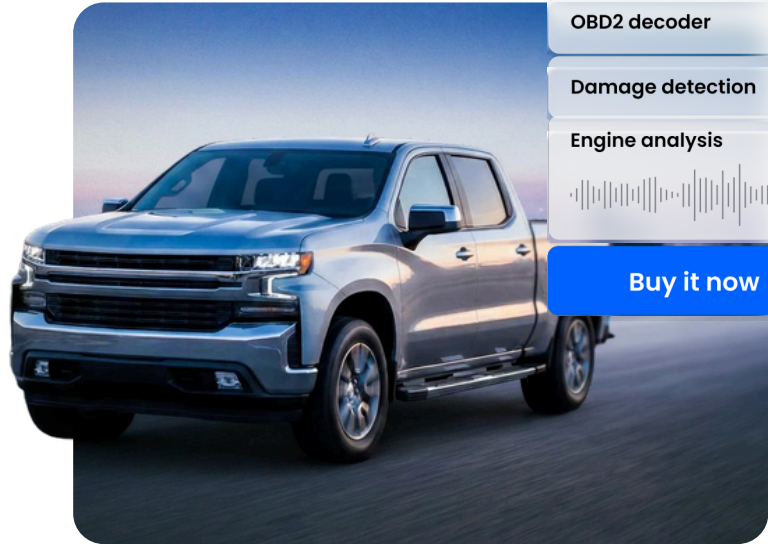
Colorado Auto Show Entry Desk: Please give the above
 employee and one guest OR immediate family members (two
 adults and three children maximum) FREE admission to the
 Colorado Auto Show 4 - 9 PM, Friday, April 10, 2026.

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Dealer Principal or General Manager

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CAREER FAIR

Dealers Register Here



Friday, April 10, 2026
4 - 9pm
At the Colorado Auto Show
Colorado Convention Center
www.cleartheairfoundation.org



holistically

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REGISTER TODAY!



Mark Zeigler
Clear the Air
Foundation Director

Build Your Future Workforce at the Colorado Auto Show Career Fair

Dealer participation is needed to make the year's Automotive Career Fair a success!

The Clear the Air Foundation is hosting an **Automotive Career Fair** during Industry Night at the 2026 Colorado Auto Show. This is a direct opportunity to connect with students who are actively exploring careers in the automotive industry and looking for real pathways into the workforce.

Why Participate

This is not a passive event. Students are attending with the intent to engage.

Dealers who participate will:

- Connect one-on-one with students interested in automotive careers
- Increase visibility for their dealership and service department
- Play an active role in developing the next generation of technicians
- Support an industry-driven solution to workforce shortages

To drive engagement, students will participate in an interactive "Bingo Card" experience that encourages them to visit multiple dealer booths, ask questions, and make meaningful connections.

What Dealers Need to Know

Participation is simple and FREE!

- Each dealer will be provided a designated space during Industry Night at the Colorado Auto Show.
- Participation is FREE. Dealers are urged to bring a quality branded item for a student drawing.

Staff your table with team members who can speak to career paths, culture and opportunities.

When and Where

Friday, April 10, 2026

4:00 PM – 9:00 PM (Industry Night)

Colorado Convention Center

Admission is free for industry professionals and students*

*Must preregister or have a letter on company letterhead



REGISTER NOW!



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



Build Your Future Technician Pipeline

Stop competing for a shrinking talent pool—build your own.

Colorado has thousands of auto tech openings projected every year, the average dealership carries three unfilled roles right now, and nearly half the workforce is over 45. Did you know your future pipeline is already in Colorado's high school automotive programs? Students who want careers and just need a pathway in. The dealerships who build that pathway now will own the talent market!

1,400+

CO auto tech openings
projected per year

\$12.6

Per apprentice/year
refundable Tax Credit

5+yrs

Average apprentice
retention

16%

Increase in vocational
school enrollment Gen-Z
is turning toward trades

What's in it for your dealership?

- Claim up to **\$12,600+** per apprentice/year refundable Registered Apprenticeship Tax Credit
- **Apprentices arrive pre-trained** through your local schools' front-loaded curriculum
- Students grow into your **most loyal technicians**
- Tap a diverse talent pipeline from Colorado CTE high schools that **your competitors are ignoring**
- CareerWise coordinates recruiting, school district partnerships, and ongoing apprenticeship support.
- **Mentoring re-energizes your senior techs**

How the Program Works:

- High school students spend 1-3 years in an **automotive class room at their local high school** learning basic certifications (ASE, Snap-On)
- **Juniors or Seniors could work in your shop part time while still in school**
- After graduation, **apprentices transition to full-time On the job training with a clear path forward**
- **We'll Work with your service team to co-design the competency map** — you define the skills, and we will build the curriculum around them

"I thought I was changing his life," said one Sonic mentor. "He was changing mine."

Sonic Automotive placed 20 High School Apprentices across 7 dealerships in 3 years!

**READY TO JOIN THE DEALERSHIP
COALITION?**

Get in Touch with our Team

Stephanie Klein
stephanie.klein@careerwisecolorado.org

Chris Carman
christopher.carman@careerwisecolorado.org

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CONTACT US

Colorado Automobile Dealers Association

290 East Speer Blvd., Denver, CO 80203 | 303.831.1722

info@colorado.auto | www.colorado.auto



Matthew Groves
CEO/President
Matthew.Groves@Colorado.Auto
303.282.1449



Beth Weir
Vice President of Finance
Beth.Weir@Colorado.Auto
303.457.5120



Dan Allison
Director of Operations
Dan.Allison@Colorado.Auto
303.457.5104



Christy Fuicelli
Director of Communications
Christy.Fuicelli@Colorado.Auto
303.282.1456



Caitlin Ming
Director of Insurance Services
Caitlin.Ming@Colorado.Auto
303.457.5110



Maegan Wilson-Kjellberg
Director of Member Services
Maegan.Wilson-Kjellberg@Colorado.Auto
303.457.5109



Tiffany Coolidge
Sponsorship Coordinator
Tiffany.Coolidge@Colorado.Auto
303.324.9500



Mark Zeigler
Clear the Air Foundation Director
Mark.Zeigler@Colorado.Auto
303.457.5105



Fritz Mackey
Member Services Coordinator
Fritz.Mackey@Colorado.Auto
303.831.1722



ADDITIONAL CONTACTS

Colorado Independent Automobile Dealers Association (CIADA)

950 Wadsworth Blvd., Ste. 101
Lakewood, CO 80214

303.239.8000

info@ciada.org

www.ciada.org



Colorado Division of Motor Vehicles

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

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Find your Driver License Office [HERE](#)

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AID Licensing Office

1707 Cole Blvd., Ste. 300

Lakewood, CO 80401

Licensing Main Phone: 303.205.5604

<https://sbg.colorado.gov/auto-industry>

Josh Opeka, Director: 303.866.2539

Jason Stern, Compliance Agent: 303.866.2588

Teresa Conley, Licensing Supervisor: 303.866.2585



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