

# DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2023 | Volume 69 | Fall 2023



**INSIDE:**  
Wisconsin's 2024  
TIME Dealer of the Year  
Winner—Thomas Ewald

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Wisconsin Automobile & Truck Dealers  
Association focusing on the human side  
of the membership and trade.

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*Dealer Point* is a publication of  
the Wisconsin Auto & Truck Dealers  
Association, 150 East Gilman Street,  
Suite A, Madison, WI 53703.  
Phone: 608.251.5577. It is published  
quarterly by WATDA. Printing by  
Inkworks, Inc., Stoughton, WI 53589.  
For advertising information,  
contact Julie Farmer at the WATDA.

Subscriptions included in  
WATDA membership dues.

Address corrections should be sent to  
WATDA, 150 East Gilman Street,  
Suite A, Madison, WI 53703

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# THOMAS EWALD

## Wisconsin's 2024 TIME Dealer of the Year

BY SUE MILLER

Being fourth at something isn't always noteworthy, unless you're Tom Ewald. Tom is the fourth in his auto dealer family to receive the prestigious TIME Dealer of the Year award. "My Father Emil Ewald won in 1998, Brothers Craig and Brian won in 2002 and 2012 respectively. No other continuously owned automobile dealership group in Wisconsin has had four honorees, and further, The Ewald family may be the only dealership group in the United States to achieve the award 4 times in its 55-year history."

The Ewald Automotive Group will soon to be celebrating their 60th anniversary. Emil Ewald opened his first dealership in 1964, and today the company spans 10 locations with 11 brands in Southeast Wisconsin. "If it were not for Emil's unique ability to build on our strengths while giving us the freedom to make our own decisions, I doubt we would have been able to grow like we did as a family unit and to see it continue well into our third generation of family partners. In the early years working under my father's direction, it was a unique proposition mainly because I never wanted to let him down, so it forced me to go further, dig deeper, and achieve more. Today, working with brothers Craig, Brian, and Dan alongside nephews Eric, Brett, and Jay, we each bring unique talents to bear, things we're really good at, and together we support and build each other and the whole business. We are better able to develop effective strategies that work. We communicate at a high level and monitor progress that brings the best results."

The Ewald culture is one where each individual earns their position by lining up their best skill sets with what the company needs. The third generation of Ewald's are building their business knowledge and have grown into their respective roles in the Group. Tom's nephews (partners) have extensive experience in running dealerships in the group and are involved with other executive management duties. Tom's children are still in high school and college and are already learning and building skills in various dealership positions. "Maddy works customer reception in evenings after school, Mason works in the prep department washing/detailing cars



L-R: Brian, Craig, Emil, Tom, and Dan Ewald

Saturdays, and Lauren works in sales when she's home from college in the summer."

After pointing to his (very talented) family, Tom will also admit that beyond his operational knowledge, he contributes to the business through his ability to make a difference for people and in operations. "By giving my employees a perspective and by showing them support, we are able to build better teams of people while developing processes that deliver better results for our customers, employees, and the company."

Tom's explanation of the Ewald culture comes down to a few key principles. People take pride in their workmanship if they take pride in their workplace.

Get to the goal honestly.

Treat people the way you want to be treated.

Provide your people with the equipment, tools, and environment to be successful.

Ewald has a passion for the dealership business and the people. "Whether it is Ewald employees or customers I believe we are



L-R: Lauren, Maddy, Tom, Michelle, Presley and Mason with dogs Lucy, Lilly Belle, and Sheisty.

supposed to make a positive difference in people's lives. Some people want to work, collect a paycheck, and go home. And that's fine. We'll help them with that. Others want to focus on building a career and grow within the company. We like that too and will help them achieve our mutual goals. We want our people to like what they do and feel good about who they work for. We're engaged in building our people. When your people know you have a heart and you care, they care and take better care of our customers."

As evidence of their effective people-focused culture, the Ewald Automotive Group is an 8-time winner of the Milwaukee Journal's Top Workplaces. This recognition is based on employee survey responses and compares employee satisfaction among companies of similar sizes. "To be selected a Top Workplace eight times is such a great honor. We appreciate our people's confidence in us."

As validation of their strategy for continuous improvement, "There's always a big project going on somewhere in the company. Our latest major endeavor was the purchase of two new dealerships, Ewald Volkswagen, and Ewald Buick GMC on Main Street in Menomonee Falls. These acquisitions have long been a part of a strategic plan for growth. Additionally, for 2024 we will be installing high-speed electric vehicle chargers in five locations along with all the infrastructure. By putting investment(s) back into the company, we not only offer our customers a better experience, our employees take more pride in the workplace and want to take better care of what we have."

Forward-focused, people-centric, hard work seems to be Tom Ewald's calling. "It started when I used to work on cars in high

school, and later selling cars through college while attending Northwood University in Michigan. I came out of college with a passion for the family business and the automobile industry." As one of the dealer partners in the Ewald Automotive Group, Tom Ewald also oversees all of the organization's variable operations and marketing.

Ewald lives out his calling away from the dealership as well. When asked if he had any particular personal accomplishments he wanted to mention, he spoke of two.

As a member of the Freemasons, Ewald has served his community in a variety of areas over many years. In 2021 he was awarded the Meritorious Service Award for his work on the Wisconsin Masonic Center in downtown Madison. This iconic building is now a fully renovated showpiece of architecture and style that houses the Madison Children's Dyslexia Learning Center as well as many other organizations. His work to revitalize the property was transformative to the organization and the greater Madison community. This award is the highest honor given to only one member by the Grand Lodge of Wisconsin in a given year.

The second personal accomplishment is related to the first. In 2021 Ewald was elected to receive the highest degree a Mason can achieve which is the honorary 33rd Degree in Scottish Rite freemasonry. As the highest degree, it is only given to a handful of individuals each year throughout the country and it exemplifies the individual's accomplishments and leadership within the fraternity and in society at large.

In addition to his work with the Freemasons, Ewald is actively involved in many other charitable pursuits. "It really came to

light recently because we provided a car for an organization that is affiliated with my church. Over the last several years I have donated the necessary resources to build out an all new youth ministry center for middle and high school kids at River Glen CC. Today, hundreds of kids learn more about their faith and God in an interactive social space that inspires them to want to follow Christ through their formative years. Most gratifying is how my involvement, both through leadership and financial support, has increased our church planting efforts. City of Light opened two years ago in inner-city Milwaukee. This multi-generational, multi-cultural church community provides a house of worship impacting hundreds of people each week on their journey to find the word of God. I'm honored to be able to use my skills and resources in this manner."



The Ewald family makes regular fishing trips to Canada.

"Dad always told us that a family that plays together stays together!"

With his well-run dealerships, extensive charity work and work-life balance, Tom Ewald exemplifies the best parts of the TIME Dealer of the Year honor. What more could Wisconsin ask for in their nominee?

"I still have my first car."

The first car in question is a 1971 Chevy Nova that was taken in trade at the family's Chevrolet Buick dealership back in 1985 at the same time Tom received his driver's license. Tom remembers telling his dad that he'd gotten his license and Emil's response was, "What's the big deal? You've been driving cars on the lot for a few years." Tom's response was that now he could drive on roads and BOY would it be great to do it in that 1971 Nova out back. Emil took him up to the business office and Tom got his checkbook out. The rest, as they say, is history.

Congratulations Tom on this well-deserved recognition.



Tom with his first car, a 1971 Chevy Nova SS, at one of Ewald's community car shows.



Tom having a little fun with his daughter while skiing out west.

Family and fun go together for Tom and his wife Michelle. Together with 4 kids and 3 dogs they have a large, blended family that enjoys spending as much time together as possible. "We love watersports, skiing, hiking, biking, the Badgers, and traveling together. And now Michelle has me learning pickleball. It's pretty fun!"

Ewald and his brothers, along with the next generation also enjoy off-work time together. Favorites are fishing trips to Canada, golfing, and family deer camp in Northern Wisconsin.



"A family that plays together, stays together!"

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# Legislative Commentary

BY CHRIS SNYDER

## Are We Having Fun Yet?

This legislative session has been contentious but productive. The legislature convened with a projected surplus of several billion dollars. The surplus is a result of some leftover American Rescue Plan Act funds and past legislative belt tightening that has created a structural surplus. Therefore, the state has enough money to carry out its accepted duties, but when there is a surplus (extra money), there are always things that can be addressed.

This is where the disconnect begins. Democrats and the governor would like to spend surplus dollars on schools and childcare, which create new and ongoing financial obligations and the republican legislature (after pouring record amounts of money into schools and local communities in the budget and offering parents dollar for dollar tax credits for child care expenses) is focused on lowering the tax burden on Wisconsinites and investing in one-time expenditures for energy grid and fiber optic upgrades and cutting debt obligations. All of this will be sorted out by the end of April 2024.

We anticipate that the legislative session will conclude sometime in March/April 2024. It is likely that the whole legislature will be up for election in 2024. With campaign activity expected to be more consuming than usual be prepared to engage with candidates and press them on where they stand on your issues and their support for the franchise system.

Meanwhile, WATDA will continue to advocate and monitor legislative, administrative, and legal activity affecting the dealers.

## Wisconsin

### Legislative

#### Prohibiting the Sale of Products Based on Power Source: Assembly Bills 141 & 142 and Senate Bills 212 & 213

These were two companion bills (Assembly/Senate) that ran simultaneously through both houses. They would have prevented local governments from restricting the sale and use of products, appliances and motor vehicles based on their power source. They would prevent a municipality or county from passing ordinances prohibiting the sale or use of gas stoves, lawn mowers or ICE vehicles (to name a few). All four of these bills passed the legislature and were vetoed by the governor because he doesn't believe that the state legislature

should tell local governments what they can and cannot do.

Every democrat voted against these bills and advocated against them at the hearings. Their claim was, no one has tried to do this, so legislation is not necessary. However, it was readily apparent that they believed that it is well within the right of locals to pass such Ordinances and they felt strongly that the right to do so must be preserved. Further, once some county, city or town does so, the state legislature will be very hard pressed to stop it or pass this type of legislation because the water will be over the dam.

#### Motor Vehicle Temporary Tags: Senate Bill 124

This bill codifies the current process used by DOT for vehicle temporary tags. It amends the mandatory display statute and requires the printing of a bar code on a piece of paper and display standards. This bill has recently passed both houses and is awaiting the governor's signature, which is very likely.

#### Title Transfer Fee Exemption: Senate Bill 60

This bill expands the individuals who would be exempt from paying title transfer fees to include grandparents, parents, siblings, and stepsiblings. This bill has passed both houses and is awaiting the governor's signature, which is very likely.

#### Sales Tax receipts From Motor Vehicle Sales & Service to Transportation Fund: Senate Bill 89

This bill calls for a stair-step process wherein a certain percentage of sales tax receipts from motor vehicle sales and service would go directly into the Transportation fund. This is a decades old idea that has been advocated by road builders to populate their coffers. WATDA has lobbied against this concept on the grounds that the sales tax receipts identified represent the second highest source of sales tax revenues for the state and the legislature should not deprive themselves of designating how those revenues should be spent. Further, at some point, the amount of revenues generated from this grab won't be enough for the projects that the road builders have on their wish list. This bill was introduced on March 1, it garnered six sponsors, was sent to the Legislative Reference Bureau for a fiscal estimate and has not had a hearing. It is probable that this bill is dead.

#### Wholesaler Licenses: Senate Bill 588

This recently introduced legislation had a hearing but has not made its way to the Seante floor for a vote. This is a DOT bill

and is an attempt to rectify a growing problem that Wisconsin is experiencing due to unfettered growth of wholesalers and the ensuing abuse of motor vehicle retail process in Wisconsin.

Since 2018 the number of licensed wholesalers in Wisconsin has grown 650%. There are currently about 1,700 wholesalers in Wisconsin (even after the revocation of 300+ licenses by DOT over the past year). During that timeframe, DOT estimates that over 109,000,000 miles have been rolled back by wholesalers resulting in economic loss to Wisconsin consumers of over \$6.5 Mil. Wisconsin DOT has taken complaints from state agencies, businesses, and consumers from no less than 11 different states regarding mileage and other vehicle misrepresentations.

This proposed legislation does not do away with wholesaler licenses, instead it will place more stringent facility requirements on Wholesalers, that DOT believes will put some out of business and deter other people from seeking a license.

#### Private Buyers: Assembly Bill 345/Senate Bill 322

These companion bills alleviate liability from private sellers of motor vehicles from future traffic violations from the date the seller signs the title over to a private buyer.

#### Electric Vehicle Identifier: Senate Bill 617

This bill directs DOT to establish a special license plate or stickers to identify a vehicle as an EV to assist emergency responders when responding to an accident or emergency call.

#### Recoupment of energy expenses for private owners of motor vehicle charging units

This issue is currently being worked on behind the scenes and we anticipate that it will be introduced in the near future. The issue being addressed is whether private owners of motor vehicle charging units ("Chargers") can recoup their costs for the electricity used to charge motor vehicles by the public. Currently, only utility companies can assess fees for the sale of electricity.

Last legislative session there was a similar bill that did not make it out of the legislature due to the number of parties involved and the complexity of the issue (one of the main complexities being, WE, Alliant and various Co-Op utilities don't want anyone else in their sandbox). This bill has been assigned to Senator Marklein's office and they have informed WATDA that they will be working on the bill, they understand our interest and they will be in contact with us regarding the bill once it is closer to introduction.

## Administrative Procedures

### Buyer's Licenses

A couple years ago, in an effort to thwart growing issues of unlicensed sales activity, odometer rollbacks, and consumer complaints, DOT issued a Policy Statement to the Wisconsin auctions that they would no longer allow the auctions to authorize buyer's license applicants to buy vehicles at the

auctions until the DOT had an opportunity to review and approve the license application. The process that DOT outlined in their letter coincided with the statutory procedure set out in section 218.34 of the statutes.

However, two auctions sued DOT because they felt that the new policy would disrupt their business. The judge in the case ruled in favor of the auctions stating that, when the law establishing the Buyer's license was first passed, DOT issued a Policy Statement, setting up the current procedure of allowing the auctions to let Buyer's license applicants to purchase vehicles from the auction upon filling out the application. Further, that policy has been in place for over 20 years and therefore DOT must go through formal Rule change procedures to change their policy.

To that end, DOT issued an Emergency Rule in hopes of rectifying this issue. The Emergency Rule process has run its course, and the legislature has informed DOT that they will not extend the Emergency Rule because they do not believe this issue is an emergency (we have been operating under the current procedure for over 20 years). Therefore, DOT is going to have to introduce formal rule making proceedings to fix this problem.

### American Family Field Bailout taxes

The legislature recently passed a \$650 Mil. building maintenance package for American Family Field. Part of the funding is coming from local sales tax assessed by Milwaukee city (2%) and county (.04%). The Department of Revenue is currently putting together information and a cheat sheet (Internet link) so retailers can plug an address to determine the amount of sales tax to assess.

In Wisconsin sales tax for motor vehicle transactions are assessed based on where the vehicle is kept (address on the registration), but sales tax on repairs is assessed based on the location of the repair shop. (also 1 payment leases are taxed based on the location of the transaction).

## Legal

### Maps

Justice Protasiewicz's right hand hadn't even been brought back down to her side and a lawsuit was filed by DC and Wisconsin activist groups seeking to bypass all standard court proceedings and take their issues right to the Wisconsin Supreme Court (why not, she campaigned on the promise to "Fix the rigged maps". While the Court rejects more cases than they take on and no facts have changed since both the U.S. Supreme Court and the State of Wisconsin Supreme Court ruled on the current maps, the newly minted Wisconsin Supreme Court accepted the request and will take the case on directly.

Reading the tea leaves, we can fully expect that the national progressive special interest plaintiff will be awarded everything

they ask for. Consequently, Wisconsinites can expect elections next November that includes every single state legislative seat (except for state-wide seats like Governor, Attorney General).

Currently, the Republican legislature has introduced a bill that would implement an Iowa-style mapping process, that is sure to not receive any democrat support (including the Governor). Under the proposed legislation an independent third party would draw maps based on population and geography with no deference given to incumbency or party affiliations. However, democrats have scoffed at the bill and appear to be confident that the Court will provide them with maps designed to get them closer to a majority.

### Other Issues for the Wisconsin Supreme Court

We could provide legal assessment here, but the actions exhibited during the Supreme Court election and the court since the election have proven that legal traditions, precedence, processes, and issue analysis will not be practiced by the Wisconsin court. In their quest to take back power, California and East Coast democrats poured money (\$29.12 Mil.) into the Wisconsin Supreme Court race and the end result is an activist court, ready to legislate from the bench on issues that progressives can't get passed under normal law-making processes.

Legislative maps are simply the starting point. There is also a lawsuit on abortion designed to find Wisconsin's current law unconstitutional and the result will be that the Court will make the law, which will no doubt have zero restrictions. However, don't look for a decision on the abortion issue until late (November/December 2024) because democrats want to preserve the abortion issue for the 2024 elections.

Another DC advocacy group has filed a lawsuit attacking the Wisconsin school choice and voucher system and Governor Evers has filed a suit against the Legislature, over pay raises to UW faculty (separation of powers issue).

While republicans in the legislature are passing voting law bills designed to tighten voter security and integrity, it is probable that the Governor will veto all of them and whole Wisconsin election system will be an open free-for-all with mail-out ballots, voting parties in the park, and ballot harvesting, ensuring that the election results will be in question again.

## Federal Legislative

### LIFO Relief: House Resolution 700/ Senate 443:

For those dealers who still utilize the LIFO accounting method, the COVID year has not been kind. To that end NADA has been working diligently to help dealers deal with the huge tax bill due as a result of dwindling inventory. The law clearly gives the Department of Treasury the authority to rule that lack of inventory is a result of supply chain disruptions beyond the control of businesses. However, Treasury has refused to provide any relief.

Consequently, NADA has been working on a bill that despite overwhelming support (155 House cosponsors and 64 Senate cosponsors) seems to have stalled until there is a germane bill to attach it to proceed to floor votes. Both Wisconsin Senators and all Wisconsin House members except Glenn Grothman and Gwen Moore have signed on supporting this legislation.

### Catalytic Converter Theft: House Resolution 621/Senate 154

In an effort to help alleviate the growing nationwide catalytic converter theft issue, NADA has been working closely with Senator Amy Klobuchar (D-MN) on a bill that would require that catalytic converters be embossed or mark with the vehicle's VIN or identifier. The belief is it will make them less marketable for reuse. Currently no Wisconsin Senators and only two House members (Grothmann, Moore) have signed on.

## Administrative

### FTC: Vehicle Shopping Rule

In 2022, the Federal Trade Commission (FTC) proposed the Vehicle Shopping Rule, that they claimed was necessary to help consumers better understand the car buying process. What this means to dealers is more paperwork. A lot more

paperwork. Frankly the FTC was very sloppy (or attempting to be sly) in following the legal process of Rulemaking (it's as if they were taking their que from the CFPB).

The FTC proposed this rule without credible data-driven analysis or the necessary time for public comment and denied a routine request for an extension of the public comment period. To that end NADA has been exploring all options to slow down or stop the proposed rules from going into effect. There is a Senate bill (S. 3014 FTC REDO Act) that would cut funding to the FTC for implementation of the rule. The "Vehicle Shopping Rule" would require the FTC to follow basic regulatory safeguards should the agency choose to redo the rule. The bill requires the FTC to: 1) issue an Advance Notice of Proposed Rulemaking; 2) conduct a quantitative study on auto retailing; 3) conduct consumer testing; and 4) publish a cost benefit analysis based on actual data. The FTC failed to perform any of these essential steps before proposing its rule. This bill is looking for an appropriations bill to attach itself to.

### EPA: Electric Vehicle Mandate

Despite the advances made by the motor vehicle industry in improving fleet mpg and reducing tailpipe emissions and providing consumers with a growing number of hybrid and electric vehicle options, the Biden Administration, and the California Air Resource Board (CARB) have encouraged the Environmental Protection Agency (EPA) to ramp up regulatory efforts to change America's transportation system.

In May the EPA proposed a rule for model years 2027-2032 light and medium duty vehicles that would require 60% of all new vehicles sold in 2030 and 67% by 2032, be EV's. While vehicle manufacturers and dealers have repeatedly proclaimed that they are "All In" in the pursuit of transitioning the majority of vehicles sold in the U.S. to be electric, the EPA timeline is too much in too short of a timeframe. WATDA submitted comments to the EPA on the proposed rule opposing a one-size fits all standard for the country and emphasizing that pure EV technology is not the best solution for most Wisconsinites. This will be a battle over the remainder of the decade as technology advances and other solutions are developed.

### FTC: Unfair or Deceptive Fees Rule

This proposed rule addresses what the FTC calls "junk" fees and/or "Add-Ons" that businesses sneak into transactions. While the FTC identified transactions like booking hotels, buying concert tickets, food delivery, telecom bills, they also list car buying (selling of service contracts, GAP, Wheel/Tire and Fob replacements as worthless products). Another aspect pertaining to dealers regards price advertising and the inclusion of any add-on in the advertised price of the vehicle. The main push here is, if you are advertising a price, consumers should not be surprised that the actual out the door cost is substantially more due to undisclosed add-ons.

At a recent hearing NADA emphasized that dealers already are heavily regulated in the sales of these products and

pulling them into the rule will only drive costs up further by duplicative sales disclosures and paperwork.

### Wisconsin Factor

Since rolling out the proposed rule, the FTC has been quick to brand mainly F&I products as junk fees or add-ons and diminishing any value for these products to consumers. Those in the industry know that each of the products offered has a value when an event occurs, and coverage kicks in. To that end NADA was making some inroads attacking the junk fee, Add-on rhetoric as a mischaracterization of the value of products dealers offer their customers.


On October 24, the FTC issued a press release stating that they and State of Wisconsin had entered into a \$1.1 million settlement with a Wisconsin dealer for violations of deceiving consumers by tacking hundreds or even thousands of dollars in illegal junk fees onto car prices and for discriminating against American Indian customers by charging them higher financing costs and fees.

The proposed settlement will require the dealership to stop deceiving consumers about whether add-ons are required for a purchase and obtain consumers' express informed consent before charging them for add-ons. The settlement will also require the defendants to establish a comprehensive fair lending program that, among other components, will allow consumers to seek outside financing for a purchase and cap the additional interest markup Rhinelander can charge consumers. The current owners and Towne will also be required to pay \$1 million to be used to refund affected consumers.

### Treasury opens Portal For Dealers to Apply EV tax Credits at Time of Sale

Beginning January 1, 2024, dealers will have the option of applying EV tax credits directly in the sale transaction. Below is a link to an IRS web page wherein dealers can enter transaction details and have the EV tax credit transferred to the dealer instead of the customer having to wait until the end of the year and claim the credit on their income taxes. This is optional for dealers and dealers will be floating the amount of the tax credit until the IRS reimburses the dealer. The IRS is claiming that they anticipate a turnaround (payout) within days of the transaction.

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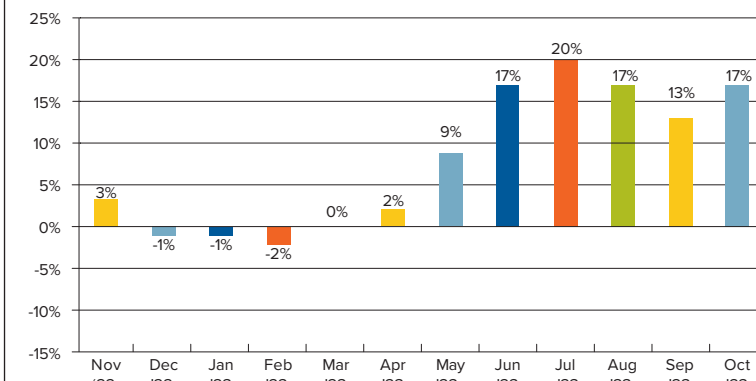


# New Vehicle Sales Trends

## Wisconsin New Vehicle Trends: October 2023

	Previous Two Months			Year to Date			Year to Date Market Share		
	9/22 to 10/22	9/23 to 10/23	% change	'22 YTD	'23 YTD	% change	'22 YTD	'23 YTD	change
Industry Total	30,206	35,792	18.5%	151,120	169,054	11.9%	100.0%	100.0%	0.0%
Car	4,431	4,815	8.7%	20,902	23,275	11.4%	13.8%	13.8%	0.0%
Truck	25,775	30,977	20.2%	130,218	145,779	11.9%	86.2%	86.2%	0.0%
Japanese	9,997	12,905	29.1%	48,555	58,493	20.5%	32.0%	34.6%	2.6%
Toyota	3,798	4,535	19.4%	17,751	18,445	3.9%	11.7%	10.9%	-0.8%
Honda	2,442	3,678	50.6%	12,706	17,351	36.6%	8.4%	10.3%	1.9%
Nissan	1,011	1,188	17.5%	4,733	6,164	30.2%	3.1%	3.6%	0.5%
Other	2,746	3,504	27.6%	13,365	16,533	23.7%	8.8%	9.8%	1.0%
Domestic	15,390	17,470	13.5%	78,607	84,517	7.5%	52.0%	50.0%	-2.0%
General Motors	7,553	8,639	14.4%	34,745	40,553	16.7%	23.0%	24.0%	1.0%
Ford	4,204	4,793	14.0%	22,558	23,387	3.7%	14.9%	13.8%	-1.1%
Chrysler	3,153	3,462	9.8%	19,382	17,936	-7.5%	12.8%	10.6%	-2.2%
Tesla	432	504	16.7%	1,750	2,344	33.9%	1.2%	1.4%	0.2%
Other	48	72	50.0%	172	297	72.7%	0.1%	0.2%	0.1%
European	1,950	2,196	12.6%	9,618	10,182	5.9%	6.3%	6.0%	-0.3%
Volkswagen	962	1,140	18.5%	4,747	4,887	2.9%	3.1%	2.9%	-0.2%
BMW	395	357	-9.6%	1,955	1,908	-2.4%	1.3%	1.1%	-0.2%
Mercedes	282	296	5.0%	1,401	1,487	6.1%	0.9%	0.9%	0.0%
Alfa Romeo	12	13	8.3%	51	47	-7.8%	0.0%	0.0%	0.0%
Other	299	390	30.4%	1,464	1,853	26.6%	1.0%	1.1%	0.1%
Korean	2,869	3,221	12.3%	14,340	15,862	10.6%	9.5%	9.4%	-0.1%
Other	2,869	3,221	12.3%	14,340	15,862	10.6%	9.5%	9.4%	-0.1%

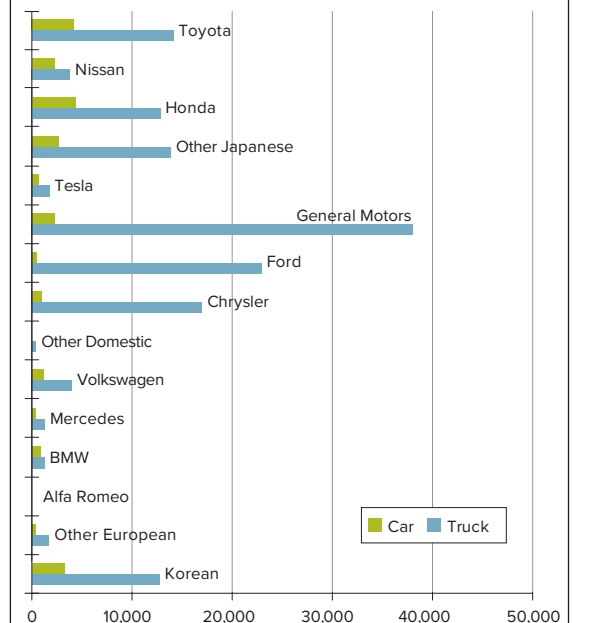
3 Month % Change – and view annual trend. Compares most recent 90 days vs. same 90-day period from last year.



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October Trend Report from Scott Quimby

### YTD Registrations by Vehicle Type.





# NADA Report

JOSHUA JOHNSON • jjohnson@donjohnsonmotors.com



## FTC “Vehicle Shopping Rule”

**The big picture:** The FTC’s proposed “Vehicle Shopping Rule” will inject massive amounts of time, cost, and complexity into the vehicle sales process. The proposed rule would undermine industry efforts to streamline and improve the customer experience.

**Why it matters:** If adopted, the rule will directly cost consumers two additional hours (spent entirely on paperwork) per transaction. Taken together, that’s a consumer cost of \$38 billion, all on new and untested forms and written disclosures. That’s why franchised dealers have urged the FTC to scrap the proposed “Vehicle Shopping Rule,” go back to the drawing board, and conduct the responsible regulatory process it should have initiated.

**What’s new:** On October 4, Senators Moran (R-KS) and Manchin (D-WV) introduced S. 3014, the “FTC REDO Act.” As the title implies, the bill stops the costly and rushed proposed rule and lays out the basic process the FTC must follow if it opts to “redo” that proposal. The bill amplifies the numerous concerns expressed by Republican and Democratic members of Congress that the FTC’s rushed and irresponsible approach will add frustration and confusion to the sales process and make it more costly for consumers to buy new vehicles.

**What’s next:** NADA expects the “FTC REDO Act” to be introduced in the House and will also seek cosponsors to demonstrate bipartisan support to stop this rule. The “FTC REDO ACT” reinforces efforts by the House Appropriations Committee to deny funding so that the FTC cannot implement this rule as proposed.

**The bottom line:** Ask your Senators to cosponsor S. 3014, the FTC REDO Act. NADA will advise you when the House bill is introduced. Stopping this onerous rule is NADA’s top legislative priority.

## Federal Emissions Rulemakings

**The big picture:** America’s franchised new-car and -truck dealers are doing their part to be ready for the increasing electrification of the fleet. Over the next decade, franchised dealers will invest more than \$5 billion in training and equipment necessary to facilitate an unbeatable consumer experience when it comes to EV education, sales, and service across the entire market.

**Yes, but...** Any significant level of EV penetration into the mass market will require a broad, unified strategy that recognizes the importance of factors such as affordability, charging infrastructure, utility capacity, resources for battery manufacturing, model availability, and consumer incentives.

**Why it matters:** The Biden Administration’s policy actions, including the most recent proposed emissions rulemaking from EPA and DOT, disregard critical demand-side marketplace factors. Its approach (shared by ZEV states) is based on overly aggressive assumptions regarding future EV market penetration and has the effect of promoting electric exclusively at the expense of ICE, hybrid, and other alternative-fuel vehicles.

**What’s next:** The EPA’s proposed rule is expected to be finalized by the first half of 2024, with DOT’s rule following shortly thereafter. NADA will continue to advocate for technology-neutral emissions standards that maximize fleet turnover as opposed to inhibiting it.

**The bottom line:** NADA has long supported continuous vehicle emissions improvements that are technologically achievable, maintain vehicle affordability, and maximize turnover of the retail and commercial vehicle fleets.

## Sale and Service of EVs

**The big picture:** Franchised dealers are not only ready to sell and service more EVs, but they are also essential to widespread consumer EV adoption.

**What’s next:** As the EV market enters the mainstream, EV customers will resemble the average car buyer more and more – and those mainstream customers demand that dealers play a central role in their transition to electric. This is why the investments (more than \$5 billion over the next decade) and the commitments that dealers make to prepare for EVs are vital.

**Why it matters:** Policymakers, opinion leaders, media outlets, environmental groups, and other influencers continue to have difficulty accepting the reality that the franchised dealer network is a clear competitive advantage to selling both ICE vehicles and EVs.

## LIFO Relief

**The big picture:** Congressional leaders continue to express support for retroactive LIFO relief legislation for dealers. Under the “Supply Chain Disruptions Relief Act” (H.R. 700/S. 443),

Congress would determine that the conditions necessary to grant additional time to replace vehicle inventories under existing law due to pandemic-related foreign trade interruptions have been met.

**Why it matters:** While vehicle inventory is recovering gradually, the LIFO recapture penalty has imposed massive tax bills on small business dealerships that will take years to recover. Dealers should remind Members of Congress that this technical and noncontroversial legislation would provide relief to dealers whose inventories disappeared due to an unprecedented interruption of global supply chains.

**What’s next:** While challenges remain with congressional gridlock, LIFO relief is a strong candidate for action this year with its overwhelming bipartisan support, and passage in the Senate by unanimous consent last year. The legislation has 139 House cosponsors and 64 Senate cosponsors. This significant support makes the legislation less vulnerable to procedural hurdles. Also, Treasury Secretary Janet Yellen recently reiterated the Department’s continued support for a legislative fix to address the pandemic-related supply chain issue and is ready to implement any legislation enacted.

**The Bottom Line:** Ask your members of Congress to cosponsor this bipartisan and noncontroversial legislation (H.R. 700/S. 443). Additional cosponsors will strengthen congressional support to move this legislation this year, as part of a broader tax package or as a stand-alone bill.

## Catalytic Converter Theft

**The big picture:** Catalytic converter theft has skyrocketed over the past few years, costing businesses and individual vehicle owners millions of dollars. Replacing a catalytic converter is costly and often difficult due to demand and supply chain shortages.

Catalytic converters are not currently one of the 18 vehicle parts required to be marked with a VIN or number traceable to a VIN. Law enforcement has said that tracing in the legislation is critical to help deter the theft and trafficking of stolen catalytic converters since it would make it easier to prosecute criminals.

**Why it matters:** There are over 100 state bills addressing catalytic converter thefts, but since this crime frequently involves trafficking stolen parts across state lines, a federal standard is needed to help law enforcement.

**What’s next:** The “Preventing Auto Recycling Theft (PART) Act” (H.R. 621/S. 154) provides a national framework to help law enforcement combat catalytic converter theft by marking catalytic converters and creating a more transparent market that deters its theft.

NADA led 20 other organizations in sending a letter to the leadership of the House and Senate Commerce Committees in support of the PART Act in May. NADA will continue to

advocate for the passage and enactment of this legislation to help curb the growing national problem of catalytic converter theft.

**The Bottom Line:** Ask your House members to cosponsor H.R. 621 and your senators to cosponsor S. 154. Additional cosponsors will strengthen congressional support to move this legislation.

## OEM Engagement

**The big picture:** NADA remains focused on the unsettling way many OEMs are speaking publicly about the retail process, and we continue to track and express our concerns about many of the changes being implemented between OEMs and their dealers.

NADA also knows that, despite the fact that they have not been operationalized on a widespread basis, these ongoing references to things like direct sales; direct and exclusive sales of post-purchase vehicle services; the taking over of the customer experience; and dealers as agents, etc., cannot realistically be seen by dealers, NADA or state associations as anything other than threats that go to the very core of the franchise system.

**What’s next:** NADA uses the regular Dealer Attitude Survey meetings and constant engagement at the highest levels to discuss these issues head-on with OEM leaders.

**Why it matters:** OEMs we engage with appreciate that we are increasingly leaning into the dealer-OEM relationship. Dealers appreciate the clarity that most OEMs have provided by publicly committing to their dealers and recognizing the competitive advantage dealers provide.



Members can always access WATDA legal manuals and Bulletins on the WATDA E-Learning Site:  
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# INDEPENDENT DEALER SPOTLIGHT

BY JILL SUKOW, DIRECTOR OF MEMBERSHIP

## GREAT RIVER HARLEY-DAVIDSON

2 IOWA FARM KIDS AND THEIR LOVE FOR 2 WHEELS

The minute you walk into Great River Harley-Davidson you feel the energy. Energy stemming from an environment of employees and customers who have this undeniable love for all that encompasses the Harley-Davidson iconic brand. And it doesn't take long to understand exactly where the spark comes from, once you meet one of the owners, Brody Meier... who just happens to have his own iconic look! Along with a huge smile, his words come out quickly filled with love, knowledge and more excitement than he can contain for the walls that surround him and all that it includes.

Brody is from Oelwein, a small town in Northeast Iowa where he grew up riding ATV's and 3-Wheelers on his family farm. His entire family had a love of powersports that for Brody turned into something much bigger as soon as he crossed paths with his now business partner, John Jennerjohn. Also, an Iowa native, John grew up in Strawberry Point and has been a rider since the age of three.

The powersport enthusiasts started working together in July of 2009, both being very young as they started out their careers in the industry. Their families became very close friends over the years, and now they are united as owners of Great River Harley-Davidson in Onalaska (La Crosse), and Iron Hill Harley-Davidson and Powersports in Waukon, Iowa.

The two had always joked saying that one day they would own their own dealership, and in September 2020 a shared dream turned into reality. Earlier that year they decided to quit their jobs and started seriously exploring ownership opportunities. They had been looking into a couple different options when the opportunity to purchase the long-term family-owned



Co-owners John Jennerjohn and Brody Meier.

business, La Crosse Area Harley-Davidson and Waukon Harley-Davidson and Powersports arose, both locations previously owned by Irv Fosaaen and a former WATDA board member, Patty Nordheim. Harley had pitched a couple different stores but it was hard to refuse the Waukon and Onalaska locations, both within an hour or two of their respective hometowns. After quickly bonding with Patty during their first meeting, the leap of faith was without question.

The six plus month approval process with Harley-Davidson proved to be challenging. It included endless conference calls and what Brody notes as a "neat process" as it was focused on "taking the utmost amount of care in ensuring there was a good match with the new owners, providing a true partnership rather than just a one-way street". Final approval came through on March 15th, 2021.



Renovation rendering for Great River Harley-Davidson store, LaCrosse.

They were fully aware that Patty and Irv had created a legacy with a great reputation, and their goal was to build on the 42 years of hard work they put in and continue a family-owned business. "Everyone wants to own their own business but getting the opportunity and then having the necessary drive is stressful, and it was a lot. What you think you know you really don't know anything until the process gets started and then all you can do is drink from a fire hydrant. It was an unbelievable experience and we would do it again in a heartbeat".

Day to day ownership and operations for each location worked out perfectly with John wanting more of a small town feel for he and his family matching Waukon; Brody and his wife and kids being drawn to more of a city feel aligning with La Crosse. Brody mentions the Coulee region and how each day he still looks at the landscape with true appreciation. "Between the bluffs and the Mississippi River, it makes it easy to see why there is such a strong passion for riding". The name "Great River" was chosen in reference to the Mississippi and the Great River Road, both iconic to the region.

Between the two dealerships, they have thirty-five employees and averaging 20,000 transactions per year totaling 30 million dollars in sales consisting in over 1,100 new and used bike sales, merchandise, parts, and service work. Although proud of these numbers, they still need an opportunity to grow in normal times outside of COVID, inventory issues, rising costs and interest rates, to name a few.

A big part of their future growth includes a voluntary 2.5-million-dollar remodel for each of the stores which began this past March. It will encompass an exterior facelift, a

remodel of the entire interior, and an improved service drive area.

In addition, adding one or two more dealerships to their portfolio is in the plan, expansion into Illinois and Minnesota being ideal.

When asked, why a Harley Dealership?

"It's the brand. It's the experience that is hard to explain unless you are a part of it. Harley-Davidson is all about the experience of riding. The chance to get out behind the handlebars and the emotion and passion behind it. The culture, freedom, and the instant connection with people from all walks of life, all tied together in a very unique way. It's truly incredible and humbling to be a part of it."

It's hard to dispute that one of the things that makes Harley-Davidson so unique is the unparalleled legacy they've created over many generations of making motorcycles, and when you add a unique dealer network including Great River Harley-Davidson, who understand that they are a major attraction for tourism you find something completely set apart.

Annual events at Great River include their Chili Cook-off, Big Bikes for Little Tikes, 95 Days of Summer, Dyno Drags, Fall Hog Roast, and Ride with the Owners, to name a few. Whether a seasoned rider, a new rider or a non-rider completely new to the Harley experience, everyone is welcome. As Brody states, "It's time to get back outside and enjoy the outdoors whether it's on a bike, an ATV or a boat - it's part of life that we can't miss and life goes by too fast!"



Current LaCrosse store exterior



Current LaCrosse store interior



# CenterStage

AWARDS, HONORS, MILESTONES

## ► Best Dealership Groups to Work for in the U.S.—Wisconsin Winners

Automotive News announced the “Top 100 Dealerships to Work for” in 2023. Congratulations to the Wisconsin winners listed below:

Bergstrom Acura	Bergstrom Ford of Oshkosh	Bergstrom Porsche of the Fox Valley
Bergstrom Audi	Bergstrom Jaguar Land Rover Fox Valley	Bergstrom Subaru of Green Bay
Bergstrom Buick GMC of Appleton	Bergstrom Kia of Appleton	Penske-owned Lexus of Madison and East Madison
Bergstrom Chevrolet Cadillac of Appleton	Bergstrom Kia of Oshkosh	Toyota
Bergstrom Chevrolet of Middleton	Bergstrom Mazda of Appleton	Don Johnson’s Hayward Motors
Bergstrom Chrysler Dodge Jeep Ram Fiat of Kaukauna	Bergstrom Mazda of Green Bay	

## ► One Automotive Supports the Eau Claire A’s

The Eau Claire A’s 15U Blue team held a drive-thru car wash on Friday at Ken Vance Hyundai to help raise funds for their trip to the Babe Ruth World Series in New York. The A’s raised \$2,315 in car wash donations. One Automotive Group, which runs Ken Vance Hyundai, covered the difference of the team’s \$3,000 goal while matching an additional \$3,000 to equal a total of \$6,000 raised by the car wash.

## ► 15th Annual Dahl Auto Lube-A-Thon

Each September, Dahl Auto hosts a lube-a-thon to benefit the Family and Children’s Center that has a presence in each of the communities that Dahl has dealerships. “Without the support of Dahl Automotive and the communities, it would be hard to keep our doors open,” said Tita Yutuc, organization president/CEO. The month’s activity netted over \$40,000 donation for the Center’s abuse prevention programs.



## ► Portage Ford CDJR Truck Giveaway

At the 8th Annual Portage Police Departments K9 golf outing to support the departments K9 unit, patrol Officer Jesse Sprague made once in a lifetime shot for a hole-in-one, winning a RAM1500 pick up. The par three 10th hole was sponsored by Portage Ford CDJR, for the 8th year since the inception of the fundraiser, to raise money for vet bills, equipment, and training. Thirty-two teams with a total of 128 golfers participated in the event, each hoping to ace the tenth hole. The group went wild upon realizing that Sprague had made the winning shot! Dealership GM Justin Stanford said, “Seven times we drove a truck out there and seven times we drove it back with no winner. We are happy someone finally won!”

## ► Team Goodness in Evansville

Evansville Ford’s owner Pat Carr recently gave 300 oil change certificates to local teachers to recognize the impact on the future leaders, and to honor their hard work and dedication to the district. Carr knows their efforts firsthand, as his wife is a school administrator. He also partners with “Team Goodness” to find creative ways to show gratitude to local police, firefighters, and EMS, including free meals, dropping off a cake and creating a large Thank You billboard.

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# From Around the State

Please send your news From Around the State to [jfarmer@watda.org](mailto:jfarmer@watda.org)

## Bergstrom Automotive has reached an agreement to acquire Broadway Automotive

Bergstrom and Broadway are both family-owned and operated with a strong focus on training, teamwork, and providing outstanding guest service.

Bergstrom Automotive started in Neenah in 1982, expanded throughout the Fox River Valley, and then into Madison and Green Bay. The Broadway acquisition solidifies Bergstrom's position as the largest dealer in the Green Bay market. With this acquisition, Bergstrom will now have over 1,000 teammates working in the Green Bay market. This acquisition also includes Bergstrom's first entrance into the Manitowoc community with the Chevrolet-GMC-Cadillac dealership.

Broadway Automotive was founded in Green Bay by the Cuene family on Broadway Avenue over 100 years ago. Owner and managing partner Michael Cuene stated, "When we looked at exiting the business it was very important that we found a buyer who shared the same commitment of care for our team, guests and communities." "Bergstrom Automotive was the right choice for us, being a local, family-owned organization with a reputation of guest excellence that will also offer ample growth opportunities for our team," added David Cuene, owner and managing partner.

The similarities between the Bergstrom and Broadway Automotive footprints and histories had made them competitors over the years, but it was their common cultures and focus on guests that made this the right decision for both companies.

John F. Bergstrom, Executive Chairman, said "Our families have been friends while competing over the years and we have always held the Cuene family in high regard for doing what was right when it came to business practices. We couldn't be more excited to be offering the Broadway teammates the opportunity to join and add to our team and to help us fulfill our goal of providing outstanding guest service to the people of Green Bay, Manitowoc, and the surrounding communities."

"Our plan is to hire every current teammate who wants to work with us and understands our guest focused culture," shared Tim M. Bergstrom, President, and CEO. "Those that join us will retain their Broadway tenure for their benefits with Bergstrom, rewarding them for their years of service."

Bergstrom Automotive is ranked as one of the Top 75 dealership groups in the country by size. Bergstrom believes in giving back and has been recognized for annually donating 25% of its profits to support the communities where they have businesses and where their employees live.

Continued from page 19...

## ► Fillback Dealerships Celebrate 75 Years

The Fillback family of dealerships in Richland Center, Prairie du Chien, Boscobel, and Highland hosted events for their customers to celebrate 75 years in business. They encouraged customers to bring Broncos, GM or MOPAR classic vehicles to display and rewarded them with a free oil change certificate. Food, giveaways, and fun was the order for the day!



Fillback staff proudly posed for the presentation from of the 75th Plaque from Ford reps.

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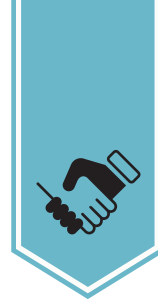
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# Wisco: Savings Plus Safety

BY JOE MAASS, WISCO PRESIDENT



It recently occurred to me, time is the invaluable and intangible commodity maybe so often wasted yet we'll never have enough. The time spent strategizing trying to predict our course is quickly relegated as wasted by a shift in the winds of the world. Poetically worded but simply meaning the best laid plan can be quickly abandoned and we best have contingencies in place.

Over the past few years the vernacular of our industry has been changing. For over a century we've passionately embraced the internal combustion engine as the ultimate terrestrial source of converting fuel to motion. Any given weekend many will abandon financial conservation for the need to become one with our machines to create a euphoric sensory overload. Names like Edelbrock, Hoosier or Holley will ignite conversation or debates full of ideas, opinions and memories.

Inevitably, need for speed has brought EV's to the track providing innovation still lives in the two car garage. Although for many the presence of the new 'lightning rods' may be unwelcome, I would argue the weekend collaborations have birthed some of the greatest advancements in transportation. I say, gentleman start your eng... I mean turn on your motors (not quite the same bravado) but you get the point.

Meanwhile, back at the shop, dealers are headlong into riding the industry current to electric and Wisco's continuing to build our EV product portfolio. Our partnerships with Graybar and, most recently, Werner Electric has brought the charging equipment within the purview of Member's savings plus gained the expertise of state based suppliers. With more than a dozen EV charging manufacturer brands to choose from, both Werner and Graybar have everything to complete the project.

Since the dawn of time, man has known fuel equals fire and with new technology comes new safety concerns. In the EV world the most epic catastrophe is **Thermal Runaway**. Write this one down as it will be part of the test of any dealer. A quick internet search will provide a scientific explanation but, in essence, it's the four-wheeled version of Chernobyl. Statistically speaking the likelihood is quite slim when it comes to the safety of our personnel or any bystander we need to prepare.

[Drum roll] Introducing the EV Blanket! Wisco's working with a manufacturer to offer a vehicle cover made from material similar to welding blankets. If a technician is alerted to a thermal runaway condition, the EV Blanket is spread over the vehicle while EMS is notified. Simple, effective and necessary for any dealer servicing electric or even hybrid vehicles.

Now your dealership is a safe space; let's think about the hundreds of thousands of professional products and savings. 2023 is sliding into the history books and if you're looking for a way to keep Uncle Sam from pillaging the coffers Wisco will help you reinvest in your business. Take the hard-earned capital and fuel up the ROI machine with Hunter Engineering's wheel & chassis equipment. Update your vertical ability by replacing old vehicle hoists with new. Save on Challenger, Mohawk or Rotary through our partners at Auto Service Aids, Benco Equipment or Mid-West Equipment. Reorganize your supplies with a facelift in the Parts Department thanks for our partners at Borroughs, Lyons or DEA. When the sun sets, look across the lot and imagine synthetic daylight by Trydon Lighting, Innovative Lighting or Werner Electric. Your dealership will look fresh while watching utility and maintenance costs fall along with potential for unwanted cashless late-night shoppers. If your old waste oil heater demands more attention than a candy-fueled toddler, then call Black Gold Environment. Their Energy Logic line converts low value maintenance oil into heartwarming heat makers creating reliable and affordable comfort.

From everyone at Wisco Cooperative, our deepest thanks for making 2023 a yearlong celebration of 51 years of service. Though business is measured in dollars, our success is wholly due excellence within our community. The dealership personnel, our partners in business, our friends at WATEA, the incredible people at WATDA, and the Wisco staff. Our symbiotic dedication to the success of others instills confidence there's a great future for Wisconsin's auto & truck dealers.

## Save the Date

Wisco Show 2024! March 9 at Radisson Hotel & Convention center in Green Bay. It will be the easiest way to enjoy early March with great people, new ways to improve your business, win some great prizes, savor wonderful food and dance to the return of Boogie & the Yoyoz sponsored by Factory Motor Parts.

Gratefully,  
Joe Maass  
President  
Wisco Cooperative Association

# 2020-2023 Scholarship IMPACT Report

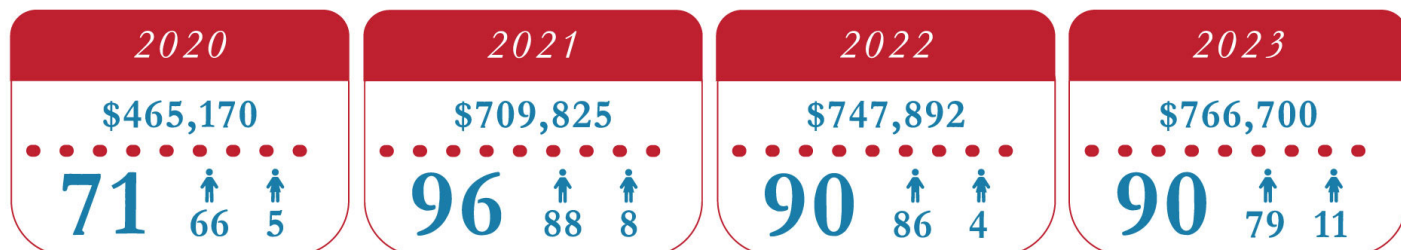
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# Tribute

## Frederick Kruse, Jr.

Frederick "Fred" Kruse, Jr., age 88, passed away peacefully in Baraboo on Friday, September 29, 2023, of congestive heart failure.

Fred was born February 6, 1935, as Frederick Charles Kruse, Jr. in Chicago, IL, the son of Frederick C. Kruse, Sr. and Annabelle (Vercruyse) Kruse.

Fred graduated from Baraboo Senior High School in the top 10 of his Class of 1953, and met the love of his life, Kathryn Karll, while a freshman helping to tutor her in math.

They were married at St. John's Lutheran Church in 1955. Fred went on to graduate from the University of Wisconsin-Madison in Electrical Engineering, was in ROTC, and a member of the Wisconsin Badgers Football Team.

While in the Army, he worked for the Signal Research and Development Lab as a Lab Engineer. He took an early Honorary Military Discharge, as a 1st Lieutenant, and moved back to Baraboo to care for his dying father.

Fred took over the family business at Kruse Motor Sales-Oldsmobile at only 24 years old. Oldsmobile had doubts he could handle the dealership at such a young age, but Fred managed it successfully for over 63 years.

Fred's main passion was downhill skiing. He was a member of the National Ski Patrol at Devil's Head Resort for over 50 years. He also enjoyed water skiing and sailing at Devil's Lake, Green Bay Packer and Badger football, and Badger Women's Volleyball.

As an avid athlete he played basketball, volleyball, softball, flag football, and tennis. He served on the Baraboo School Board and was a Jaycee for many years. He was devoted to his Church, his Lord and Savior Jesus Christ, his business community, his dear family, and will be missed by all.

Survivors include four children: Fritz, Karll (Terry), David, and Kim (Brett) Sprecher; two grandchildren: Kristopher and Katelyn Kruse; nephew, John Dibble; niece, Kristin Webster; great-nieces: Anna Kate Mitchell and Grace Webster; and great-nephew, Tommy Webster. Fred was preceded in death by his parents, his wife, Kathryn, his brother, Robert, and his sister, Phyllis Dibble.

## Chris Augustine



Chris Augustine, 64, Sobieski, passed away Saturday, October 7, 2023, at Aurora Bay Care Hospital, Green Bay. Chris was born November 6, 1958, in Oconto to the late Everett and Betty (Eparvier) Augustine. Chris was a third-generation owner of Augustine Motors. He had a great love for the open water and boating.

He enjoyed biking, running, and skiing. Chris served on the Bond Foundation Board and the Oconto County Board.

Chris is survived by four sisters, Janet Hyland, Debbie (Dick) Viestenz, Lois (Mike) Wyent, Sara (Joe) Loberger; a brother, Phil (Cathy) Augustine. He was preceded in death by a brother, Doug Augustine and a brother-in-law, Dalton Hyland.

Dealertrack 

Registration & Title Solutions

# When your technology just works

## How connected solutions make selling and buying a car a whole lot easier

It's the goal for any dealership solution you invest in: the realization that everything is working exactly the way it should.

It triggers a positive emotional reaction that grows as the benefits of a new tool, technology, or process compound. What if everything you did could be handled with that kind of quiet confidence and assurance?

It can when you ditch manual processes and broken workflows that frustrate employees and customers and put in place connected technologies that help create a seamless selling and buying journey. Make this change and discover what it's like when you realize selling or buying a car doesn't have to be a hassle.

How do you come to the realization that your job is easier? Here are a few ways:

### Your efficiency shows up on the financial statement

When it comes down to it, running a thriving dealership demands that all systems work in sync. Connected technology streamlines workflows and reduces friction points from disparate systems so you can make more deals in less time. Systems in sync also create a faster, easier buying journey for today's customers who increasingly won't stand for spending hours in the store.

Fortunately, connecting your sales and back-office technology with the DMS helps maximize efficiency and revenue. The Dealertrack DMS is rated the #1 easiest-to-use<sup>1</sup>, so your team can reach full productivity fast and take advantage of its powerful capabilities. From deal start to completion, you can be so efficient that profitability is a given.

### You can give customers your undivided attention

When you must manually enter data into multiple systems during the sales process, it not only slows down your staff and increases the odds of data errors, but it takes away from the time spent developing a rapport with the car buyer. It's frustrating for customers to be asked for the same information over and over again by a sales rep who isn't even making eye contact because they're looking at a screen. How many more deals could your dealership close if your team spent less time typing and more time transacting?



A truly versatile DMS should empower and improve the way your dealership performs by connecting your technology. Flexible integration with your sales, F&I, and electronic registration and titling solutions ensures data flows seamlessly to break down the silos that create cumbersome workflows. When your team has data right at their fingertips, everyone wins.

### The customers notice the difference

Consumers believe certain stereotypes about the car buying process that persist over time despite recent advancements. Many car buyers approach their purchase expecting it to be a hassle, so when your solutions leave them pleasantly surprised, your dealership can gain their loyalty and appreciation.

A fast, easy, and fluid process from start to finish is what will floor your customers - especially when it comes to deal completion. After all, this last step in the process is what will be top-of-mind when they drive off your lot. Connected technology, including electronic reg and title processes, will get customers out the door faster and leave a great last impression that's sure to boost CSI scores and prompt them to return for service and future vehicle purchases.

### The Dealertrack difference

Backed by the power of Cox Automotive, Dealertrack's advanced DMS, F&I platform, and complete set of registration and titling solutions connect seamlessly across departments to make selling and buying vehicles a whole lot easier. From knowing the retail automotive industry and its challenges inside and out to proactive system support, we have your back so you can focus on what matters most: your customers.

**Click here or call 262-239-9078 to schedule a no-obligation demo with Jerrod Wertz, regional sales manager for Wisconsin, to discuss how Dealertrack solutions and support can help you confidently complete deals and provide better customer service.**



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