

# DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2020 | Volume 60 | Spring 2021



DEALER RESOURCES

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### Inside:

- WATDA Technology Upgrades
- Pischke Motors Celebrates 100 Years



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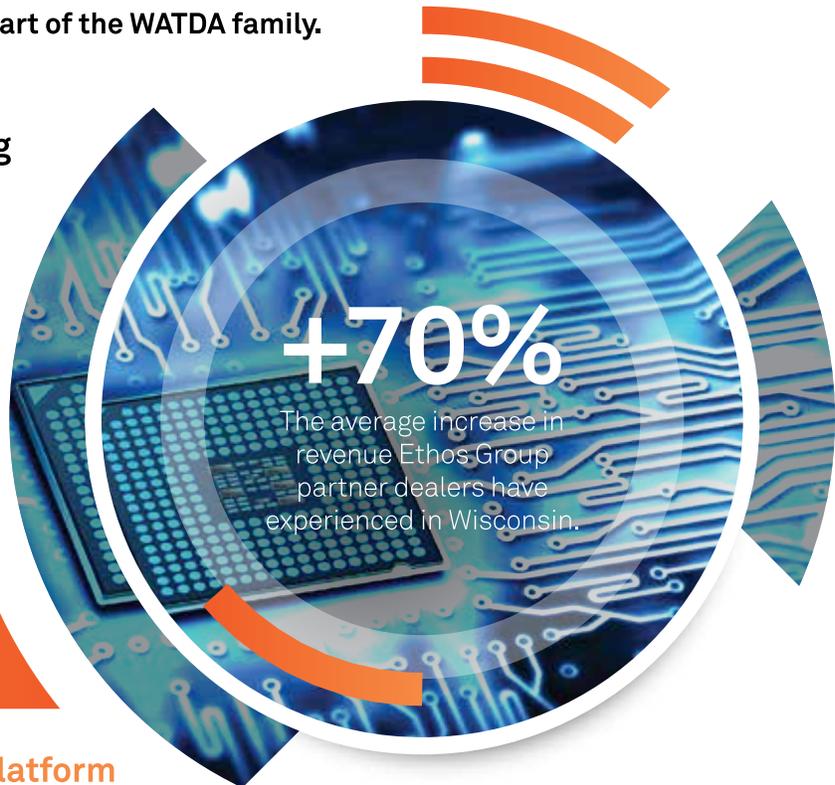
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 Association focusing on the human side  
 of the membership and trade.**

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The Wisconsin Automobile & Truck Dealers Association, an organization of licensed dealers of new and used motor vehicles, is dedicated to advancing the common good of its members, consumers and their communities by promoting professionalism and prosperity through education, advocacy, information and service.

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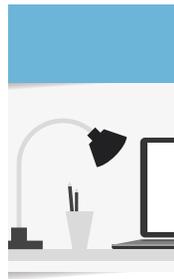
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# WATDA TECHNOLOGY UPGRADES

BY SUE MILLER



“With a small staff like WATDA’s, technology upgrades tend to happen once everything else is handled—infrequently. So, when the pandemic shut down a lot of regular activities, WATDA leadership used the opportunity to implement some much-needed upgrades focused around WATDA’s membership management system.

Like dealerships, associations often have industry-specific management systems. They’re called Association Management Systems (AMS). Tasks like maintaining membership status, calculating and invoicing dues, hosting a website, and accessing member-only content are performed by the AMS. WATDA’s old AMS, installed in 1995, had gradually transitioned from a mid-level system to a complex, enterprise-scale system. Its price reflected that change and by the late 2000s WATDA had stopped upgrading and reduced users to manage costs.

Even though WATDA isn’t a large association, it has a fairly complex membership. **Dealerships** are WATDA members but, as dealers know, **people** are what matters. WATDA’s membership system needs to track business membership and group stores hierarchically as well as maintain communication with owners and employees and offer services like information and education to those individuals. Plus, all people-level activities must show on individual and business records.

After winnowing over 35,000 mostly obsolete records down to approximately 1,000 active business and 2,000 owners and employees, WATDA’s new AMS deployed in July. WATDA Membership Manager, Jill Sukow (featured in the Summer 2020 Dealer Point) continues system and data improvement through dealership visits and calls. Information about buy/sells, successions and key employee changes helps WATDA establish and maintain connections with **people**.

Step two was rebuilding the WATDA website from scratch. The old WATDA website was deployed in 2002 and, while some cosmetic changes had been made over the years, the framework was almost 20 years old. The new AMS provides a content management system that is small-screen friendly and fully integrates membership benefits into the website. In addition to regularly updated public content, WATDA is building new members only content. Deployed December 2020, WATDA.org has an updated look and feel as well as vastly improved functionality and security including PCI compliance.

Step three was adding resources. WATDA's Online Learning Portal (available after a member login) contains useful training tools and information. The Reference Manual is part of the Online Learning Portal as well as free and fee-based training modules. The free Salesperson License preparation course, used by over 1,000 students, is in the Online Learning Portal as well as a free course based on the Right Way Manual—the DMV's foundational document that all dealerships receive when obtaining their license. The Online Learning Portal will grow as WATDA develops new courses and content.

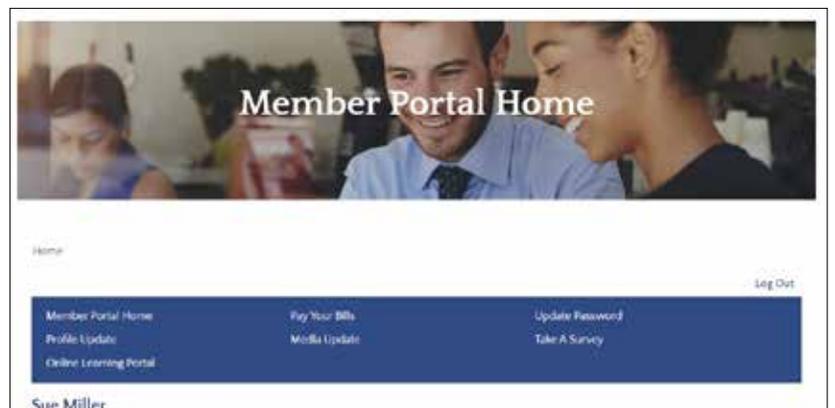
Megan Markanich, WATDA's website and social media marketer, updates WATDA.org regularly providing information unique to Wisconsin auto and truck dealerships.



Information not intended solely for member use can be found on facebook: <https://www.facebook.com/WIAutoDealers> and LinkedIn: <https://linkedin.com/company/wi-auto-&-truck-dealers-association> (as well as Twitter and Instagram). Information solely intended for WATDA members is only available behind the member login.

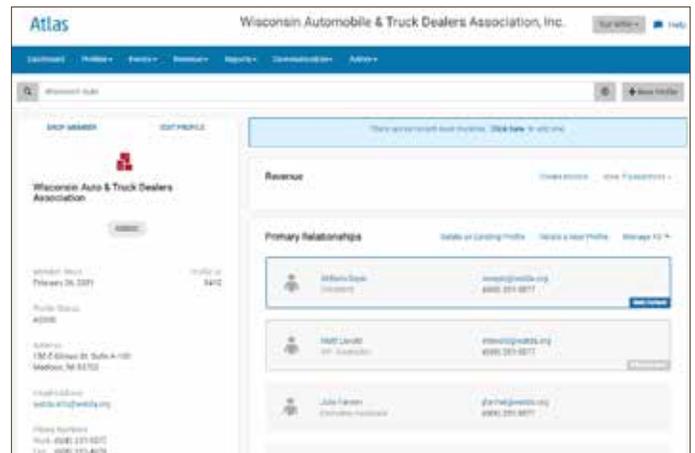
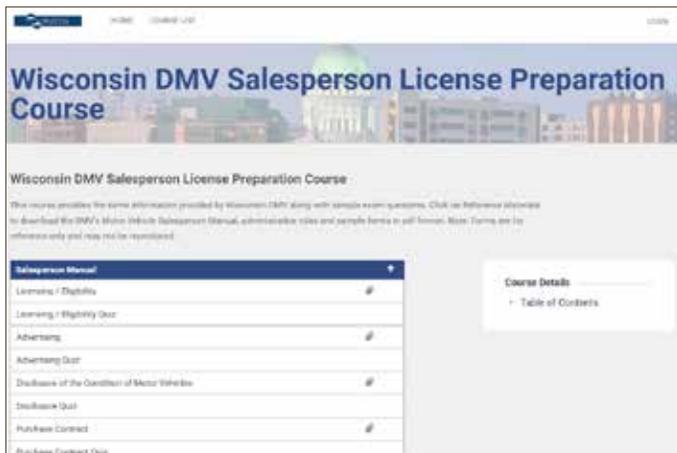
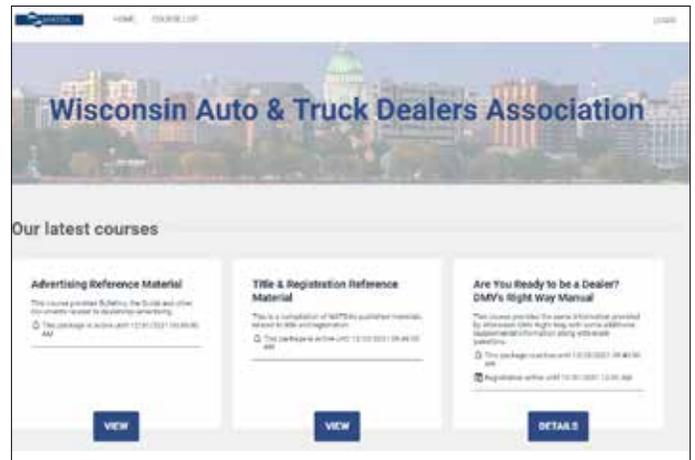
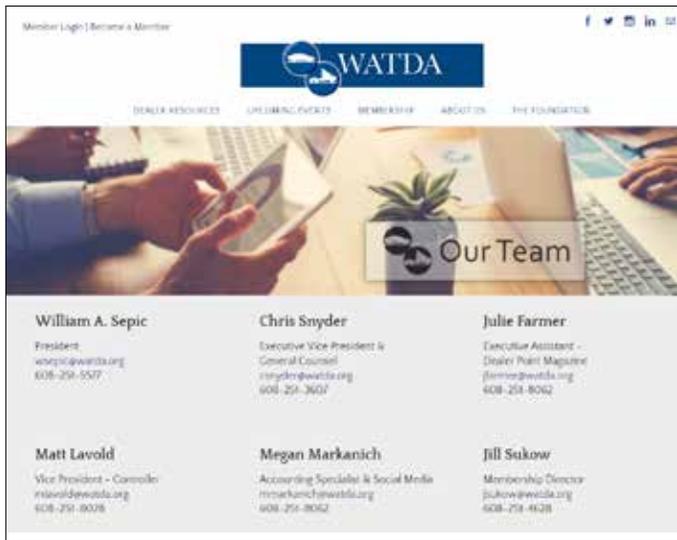
Like the previous WATDA website, there is a lot of useful information available to Wisconsin dealers, particularly WATDA members. Unlike the previous website, the site is easily navigable, and information can be accessed from any internet-enabled device. Take a look!

...continued on next page...



# WHAT'S IN IT FOR WATDA MEMBERS?

1. Topic-based resources so members can find information more quickly. (Online Learning Portal)
2. Quick links to useful information like the current measure of use tax rate, wheel taxes, key dealership law and other state and national associations and agencies. (Dealer Resources/Useful Links)
3. Links to WATDA Endorsed Services and Laser Forms licensees. (Dealer Resources/Endorsed Services)
4. Calendar of Events where members can see and register for upcoming seminars and meetings.
5. Links to WATDASI.com, WATDA Dealer Bonds and WATDA Membership information.
6. Information about The Foundation of WATDA, its programs and scholarships, including application and donor information.
7. All-staff access so WATDA can verify membership status before providing member benefits like answering legal calls. ●



# BYE BYE OKI DATA™ — WATDA & DMV ELECTRONIC FORMS

BY SUE MILLER

Since the early 2000s WATDA has worked with computer companies providing WATDA-copyrighted forms for use in laser or electronic fulfillment. Recently, a WATDA-licensed computer company notified its users of a price increase and WATDA received calls regarding its licensing process and the cost. WATDA has mentioned laser forms licensing in Bulletins, but calls indicated many dealers may not know WATDA's role with the laser forms used in their dealership.

## How WATDA's Licensing Works

WATDA licenses any dealership computer provider (DMS) to reproduce all WATDA copyrighted forms. In addition, WATDA provides access to commonly used DMV forms. The licensing agreement and fee structure is the same for all DMSs. Fees are based on vehicles delivered, a statistic that can

be independently verified, rather than forms used. The DMS pays WATDA per vehicle delivered and the DMS determines whether and how to recoup licensing costs from its customers.

### Examples:

DMS A's revenue model is based on products sold not computer system income. DMS A chose not to pass along the licensing fee to their customers.

DMS B's revenue model was based on form charges prior to being licensed so they chose to stay with that model. DMS B's charges do not directly relate to the WATDA licensing fee but they are recouping the licensing fee through those charges.

DMS C's revenue model is a direct passthrough. On every dealership invoice there is a line item showing the number of retail deliveries and any forms licensing fees for those deliveries.

## Why Enforce a Copyright

WATDA copyrights its forms for two main reasons.

1. It protects WATDA members from poorly designed forms. A filed copyright reduces copycat forms that may fail to provide the same protections for dealers.
2. Copyrighting and licensing ensure an income stream for future form development and defense.

For example, consignment and lease forms do not generate enough revenue to justify their existence, yet many dealers need access to those forms. Maintaining licenses on all WATDA's forms funds low-volume, specialized forms that are not readily available from other providers.

WATDA enforces its copyright vigorously. When we learn of a dealership or computer company reproducing WATDA copyrighted forms without permission we notify them of the infringement and seek appropriate solutions. In most cases, we are able to implement a license with the dealerships' computer company.

## Benefit to Dealers and DMSs

WATDA communicates with licensees regarding upcoming changes, helping WATDA members prepare and implement



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new form revisions. DMS providers have constant access to the most current revisions of WATDA and DMV forms and can verify forms on demand. Licensees also have access to WATDA's staff and frequently ask questions of use, completion, etc. Licensing helps protect Wisconsin dealers from risky forms, incomplete information, and illegal content. A current list WATDA licensees can be found at [www.watda.org/endorsed.html](http://www.watda.org/endorsed.html).

### How do I get My System Licensed

Have your computer provider contact Sue Miller, [smiller@watda.org](mailto:smiller@watda.org).

### Common Questions Answered

*I just want the purchase contract. Can I just buy that?* Your computer company determines which forms it makes available, but the price paid to WATDA is the same regardless of which or how many forms you use.

*I just want the DMV forms. WATDA has the right to distribute DMV forms electronically when we have a licensing agreement with a DMS. Dealers or DMS providers desiring DMV forms without WATDA licensing need to work directly with the DMV.*

*Can I get a pdf copy of the forms and do the development work myself?* No. WATDA licenses computer companies not individual dealerships. WATDA lacks staffing to invoice potentially hundreds of dealerships for their monthly vehicle deliveries.

*I don't need a full DMS, I just want to laser print the forms instead of hand-write them.* WATDA is working with a system provider to develop a simple form filler/print solution for dealerships that just want laser forms. We have only recently begun the process so it will be many months before a solution may be available.

*My computer company charges \$X.xx. Your computer company sets the prices it charges you. WATDA charges licensees \$2.50 per vehicle delivered.*

*Can I get the WBA431S Installment Loan Contract?* WATDA does not own any installment loan contract. Many WATDA licensees already have an agreement with FIPCO and can provide the WBA431S form. If the form is not available from your computer company, it would have to discuss licensing with FIPCO (the copyright holder) to obtain access to that form.

*Does this mean that I can print everything on plain paper?* Current odometer disclosure law requires odometer disclosures made at ownership transfer to be on secure paper. WATDA's form MVLAZ serves as the secure paper for MV11, MV2690, MV2115 and MV2488 forms. In addition, some forms require legal-sized paper.

*Can get rid of my impact printer?* Your computer provider determines which forms are available in laser format. Depending on their licensing agreements with various copyright holders, you may be able to get rid of your impact printer. ●

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# WHAT'S IN A NAME?

**Anyone who has grown up in the La Crosse/West Salem area who sees the name Pischke in a newspaper, billboard or on a dealership sign instantly knows how the word is pronounced. That's because the Pischke family and their dealership business have been a part of the Coulee Region for over 100 years.**

BY JILL SUKOW

Automobiles were an important change in people's lives during the roaring 20's. Cars gave people more freedom, independence and occasion for travel. By the late 1920's four out of five families owned a car. Although Ralph W Pischke grew up on a farm in North Bend, WI, he saw an opportunity in this change. Ralph moved to West Salem and began working as a mechanic repairing those tin lizzie motor cars.

In 1920, Ralph, at age 26, along with his wife Keturah, started their business. And since then, Pischke Motors has been part of the Coulee Region for over 100 years. They purchased an old blacksmith shop located on Leonard Street in West Salem. With a background as a mechanic, Ralph sold and repaired automobiles. Over the years he added multiple new car lines including Star Car, Willys Knight & Overland (which were the forerunners to the Jeep line) and Whippets. In 1933 Ralph added DeSoto and Plymouth, divisions of Chrysler.

Ralph was active in his community of West Salem. As a businessman he was always up for bringing the newest technological marvels to the area, like in-car radios, electric garage door openers, and many other new devices. Also, as a deputy for his town he had many duties including issuing

driver's licenses. During WWII he patrolled West Salem during blackout drills, ensuring the success of the exercises. Ralph was known as friendly, fair, and always one to enjoy his signature pipe. He completed many of his car sales by driving the vehicles to the local farmers for test drives, paperwork and delivery, knowing that the farmers were too busy to come into town; a convenience that has recently returned to popularity.

Ralph and Keturah's daughter Elizabeth, and their son, William, both served during WWII. Elizabeth Pischke received an appointment to the Army Nurse Corps with a rank of 2nd Lieutenant. After the war she married and had three sons. William (Bill) became a Chief Petty Officer in the Navy. Bill's fiancé, Elizabeth Marian Rahn, boarded a train in 1942 in Onalaska and traveled to Pensacola Florida to see Bill. The couple was married three days before Bill shipped out to the South Pacific Theatre to an island named New Hebrides. He served as an aircraft mechanic. In 1946 William returned home and worked alongside his father at the downtown West Salem dealership. Like his father before him, Bill was a forward thinker, and with safety in mind he would regularly install seat belts in vehicles at a time when they were far from standard equipment.

William and Liz had three sons: Jim, Gary and Rahn. The boys spent time after school and during the summer helping at the dealership; learning as they grew. Jim became a Research Chemist, married Barb Hammes and worked for Dow Chemical in Michigan. Gary attended Western Wisconsin Technical Institute, married Veronica Prokop and began working alongside his father at Pischke Motors in 1972. After college and a first job as a department



manager for J.C. Penney's in Eau Claire, Rahn returned to the family auto business and married Judy Brieske.

Gary and Rahn purchased the dealership from their father in 1984. Gary managed the Service and Parts Departments; Rahn handled Sales. By 1991 they had outgrown the downtown location and built a new facility located along Highway 16 in West Salem. Gary retired in 2004, though he still stops in most



Ralph and Keturah 1918



Downtown West Salem - 1960s

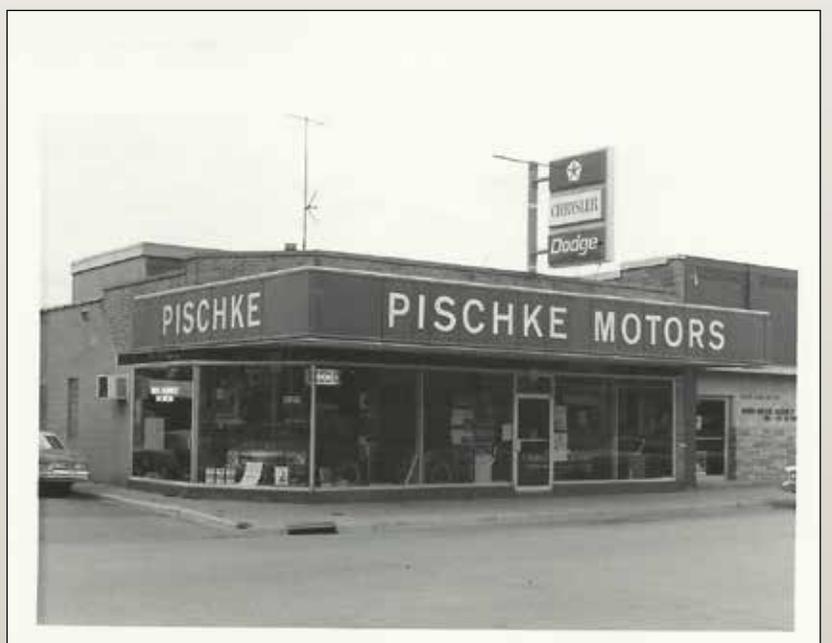
days. He enjoys spending his time restoring old vehicles.

Rahn and Judy have five children; Elizabeth, Blake, Kate, Robert and Kelsey. All of their children learned the importance of work while growing up by mowing lawns, detailing vehicles and other odd jobs around the dealership such as picking up trash and cigarette butts. Rahn and Judy encouraged their children to follow their own passions. There was no expectation



that any of them become part of the business as a career. Blake and Rob eventually made the decision to become involved in the dealership as the fourth generation.

After pursuing opportunities in Chicago, Blake came on board in 2008 as General Manager. At this time Pischke Motors expanded its presence in the Coulee Region after purchasing the La Crosse Chrysler dealership and Collision Center. The Nissan



Top: Ralph (RW) Pischke and Bill Pischke - 1962

Left: Rahn & Gary Pischke

Right: Downtown West Salem - 1980s

franchise was added to the group in 2009.

Robert (Rob) joined the West Salem management team in 2016 upon returning from Salem, Oregon, where he had been working in the lighting industry. He and his wife Beth have two children.

In 2015, the Collision Center was relocated to a brand-new state-of-the-art 21,000 square foot facility on 2nd Street in downtown La Crosse. There was a major focus on sustainable use of water, energy, waste reduction and lighting to align with many other green initiatives that have been implemented over the years.

Pischke Motors now offers Chrysler, Dodge, Jeep and Ram at both the West Salem and La Crosse store locations. The Fiat



lineup was added to the West Salem location and the La Crosse store has a stand-alone Nissan facility. The current project on the Pischke agenda is a stand-alone marquee Jeep dealership in La Crosse with opening slated as early as Fall 2021.

The Pischke story runs deep and is filled with the love and support of family and respect for employees, customers, and the communities they serve. Ralph began this business over 100 years ago; though 100 years has seen a lot of changes, some things remain the same. Rahn says that he learned a lot from his Grandfather and Dad. If we treat customers and employees fairly, the rest will follow. A great customers experience has been a constant throughout the years. R.W. Pischke laid out a solid foundation in 1920.

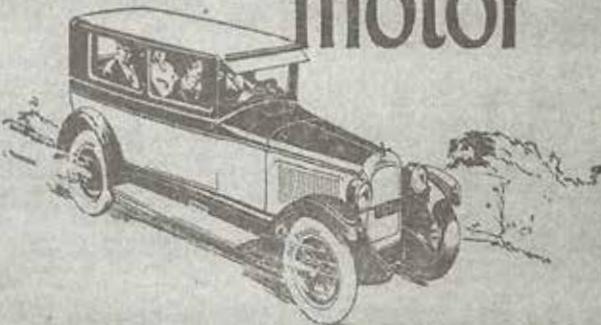


100 year Citation - Rob, State Reps Doyle & Pfaff, Rahn, Gary, and Blake



Rahn, Blake and Robert's vision is to continue building on that tradition into the future. ●

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**Overland Six**

**R. W. PISCHKE - West Salem, Wis.**



JEEP enthusiasts Robert, Blake and Rahn Pischke

# TIMELINE



- 1920: Pischke Motors first opened its doors in West Salem
- 1933: DeSoto, a Chrysler Brand was added as main product line
- 1946: William returned back to the dealership from WWII
- 1950s: Multiple expansions of building
- 1958: Acquired Plymouth franchise
- 1961: Garage Fire
- 1971: Moved from GMC to Dodge Trucks
- 1984: Gary & Rahn bought out William
- 1989: Bought five acres of land on Hwy 16
- 1991: West Salem move and expansion to new location, doubling their space
- 2005: Became the first authorized BusinessLink dealer in the tri-state area
- 2008: Added Pischke Motors of La Crosse
- 2009: Acquired Nissan Franchise, and added Pischke Motors Nissan
- 2011: La Crosse remodel of Nissan
- 2012: West Salem remodel/expansion with Chrysler standards
- 2015: 21,000 sq ft Collision Center opened in La Crosse
- 2017: Added Fiat franchise to West Salem
- 2021: Building stand-alone Jeep dealership

# THANK YOU PISCHKE MOTORS!



**Over the last 55 years, generous donors have allowed us to provide effective residential and community-based programs and services for hurting, at-risk youth in Wisconsin who are in need of a second chance at life.**

More than 35% of Rawhide's funding comes from our Vehicle Program donations, which supports the programming that transforms the lives of youth and their families. Our Wisconsin Donor Service Center partners are safe and convenient drop-off sites for used vehicles.

**Pischke Motors in West Salem and La Crosse, Wisconsin,** have supported the Rawhide mission for nearly 15 years. The leadership at Pischke over the years continued to share the same compassion for youth, so it was not surprising the company ended up supporting a nonprofit like Rawhide.

Service Director Jamie Nelson celebrates 20 years with Pischke and says he remembers when his company started working with Rawhide.

*"It's been a privilege and an honor to work with such a good organization," said Nelson.*

**THANK YOU to all our Donor Service Centers!** Our great impact on the community would not be possible without you.



1-800-RAWHIDE  
Rawhide.org/Donate



**Each year, more than 12 vehicles are dropped off and donated to Rawhide at the Pischke locations. They are then sold at auction sites to help raise funds that support Rawhide's effective youth services and programs.**



"Being part of a family business over the last 100 years and working with an organization centered around helping at-risk families matched our values and means a lot to us."

**- Robert Pischke**

General Manager of Pischke Motors in West Salem



# Legislative commentary

BY CHRIS SNYDER



## Wisconsin

We are fifteen months into a COVID response that is being controlled by the government (and science when it is convenient to the governments agenda). What could go wrong? Under the previous federal Administration, the mainstream media was quick to question every move and shine the light least favorable on every decision and sequence of events. Under the current Administration there seems to be very little questioning of even the most hypocritical policies, and when the press does question the status of current issues, they are met by dismissive responses that we are expected to accept and believe. So, it looks like everything is moving along smoothly and as expected.

One of the first things the new Democratic-led congress did was pass a \$1.9 trillion relief package of which Wisconsin is slated to receive approximately \$5.7 billion. Currently the legislature and the Governor's office are at odds about how to spend the money. There are legal questions to be asked and answered to how the stimulus money can be spent without the federal government clawing some of it back. How the federal money can be used is going to play a vital role in the state's budget process.

The legislature wants to pinpoint some of the money to target paying off existing debt, fund road projects, provide grants to small businesses, tourism industry, tax relief for Wisconsin property owners, payments to long-term care facilities, expand and improve broadband communications statewide, revamping the statewide public safety interoperable communications system, emergency services IP network contracts, a geographic information systems database, and psychiatric treatment beds. In all, the legislature passed eleven separate bills that directed one-time federal money to pay for projects that are needed to address the pandemic and set Wisconsin up to compete and survive for decades to come. The Governor vetoed all eleven bills, mostly due to possible federal restrictions placed on where the money can actually be spent.

What is certain; the state government has to pass a biannual budget sometime this year. Transportation funding will be a part of that budget. At this point, we do not know whether the legislature will expand road projects or simply continue those

projects already in the hopper. WATDA will be diligent to fight against any proposal to do away with the trade-in tax credit, value-based registration fees and a vehicle miles traveled tax ("VMT"). However, the VMT is going to be looked at much more thoroughly because as electric vehicles take hold in the overall vehicle makeup in Wisconsin, fuel tax revenue is going to dip precipitously.

There is a bill (AB 200) working its way through the legislature that would direct a certain percentage (starting at 10% and building to 50% over a fourteen-year period), of sales tax revenue derived from the sales of vehicles, parts, accessories, and servicing of motor vehicles by dealers, to the state's Transportation fund. WATDA does not support this notion. We feel that the legislature is charged with balancing a budget and all sales tax revenue should go into the general fund and the legislature can determine how much of the general revenues should go to the transportation fund on a biannual budget-by-budget basis.

In the 2021 state budget, Wisconsin has access to one-time extra federal money. Currently, it is believed that the federal government is requiring that the money cannot be used to reduce or offset any taxes. It is unlikely that the legislature has the ability to direct how any of the money is spent, because the Governor can veto any spending bill that they pass, and an override of any veto would require at least two democrat representatives to cross over and vote with the republicans and that is very unlikely to happen.

## COVID

One of the main issues dominating the legislature over the last fifteen months is the COVID response. Much like the federal government defers COVID response activities to the states, Wisconsin defers the response to the counties and cities. While the administration would like to impose mask mandates and restrict public gatherings statewide, the legislature has successfully challenged those efforts through the court system. Ultimately the Wisconsin Supreme Court ruled that the Governor does not have the authority to issue consecutive Emergency Orders and if Emergency Orders are necessary, they need to be issued through the legislature. Therefore, we have somewhat of a patchwork of freedoms and lockdowns.

Last year, dealers adjusted their business models to accommodate government mandates, customer and employee health, safety needs and anxieties. As we crawl our way out of this pandemic, many of the processes and precautions are likely to remain.

One of the activities that looks to have taken a foothold is a contactless or remote sales process. Implementing and building remote sales activity spurred a lot of questions regarding electronic signatures on transaction documents. The DMV issued the following guidance to help answer many of the questions they had regarding what documents could be signed electronically: <https://wisconsin.gov/Documents/dmv/dlr-agents/tips-tls-dlr/pd-may20se.pdf>

## Direct Sales

There have been proposals in each of the past two legislative sessions that would have modified the Wisconsin Motor Vehicle Franchise Law to allow manufacturers of electric vehicles to sell direct to the public; it appears that this legislative session will be no different. At the time of writing this article, we know that a bill has been drafted and there is discussion about its introduction.

One thing that dealers should know in the event that you have an opportunity to speak with your legislator is Wisconsin's law contains a provision that would allow for manufacturers to sell direct.

Under section 218.0121 (3m)(c),

### 218.0121 Factory Stores

**(2m)** A factory shall not, directly or indirectly, hold an ownership interest in or operate or control a motor vehicle dealership in this state.

**(3m)** This section does not prohibit any of the following:

**(c)** The ownership, operation or control of a dealership by a factory that does not meet the conditions under par. (a) or (b), if the division of hearings and appeals determines, after a hearing on the matter at the request of any party, that there is no prospective independent dealer available to own and operate the dealership in a manner consistent with the public interest and that meets the reasonable standard and uniformly applied qualifications of the factory.

Currently, no automobile manufacturer has utilized this process, but at least five manufacturers have gone through the process and are allowed to sell to end users. This provision was put in place for the very situation we have at hand and the law currently provides a pathway for a manufacturer to petition and prove to an administrative law judge that their situation merits a deviation from the law.

Electric vehicles are not so unique that they should not be subject to business regulations, safety measures and consumer protections as motor vehicles that are propelled by an

internal combustion engine. If exceptions are made for vehicle manufacturers based on the propulsion system, it opens the door for existing manufacturers who currently utilize the franchised dealer distribution system; who are also going to be manufacturing electric vehicles (based on the market and government mandates issued in some states that will ban the sale of internal combustion engines within ten years) and seeking the right to sell direct.

In fact, there is a related huge issue on the horizon. Manufacturers with existing dealers in Wisconsin and throughout the country (Volvo, GM & Ford) are attempting to sidestep dealers under the guise of technology and consumer preference by selling directly to customers online, (in many cases, not allowing the dealers to participate in the process) thereby reducing the dealer's role to delivery concierge and service facilities. Most states (including Wisconsin) have provisions in their franchise law that can be used to counter these nefarious acts by manufacturers.

### 218.0101 (16)

**(v)** Being a manufacturer, importer, or distributor who fails or refuses to offer for sale to its same line make franchised dealers all models manufactured or distributed for the line make. The offer for sale may be subject to the manufacturer's, importer's, or distributor's plan or system for the allocation, scheduling,



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*and delivery of such models that complies with the requirements of s. 218.0123. However, the failure to deliver any such motor vehicle shall not be considered a violation of this paragraph if the failure is due to a lack of manufacturing capacity, a strike or labor difficulty, a shortage of materials, a freight embargo, or other cause beyond the control of the manufacture, importer, or distributor. This paragraph does not prohibit reasonable requirements being imposed on dealers for the sale, marketing, or servicing of particular models.*

Selling directly to consumers online also constitutes unlicensed sales activity under Trans 138. All that said, the law is useless unless it is used and enforced in court by an affected dealer. The real question is why manufacturers believe they need to take this route, other than simply to diminish the role of dealers. Stripped down, it simply looks like a power grab by a few manufacturers who talk a lot about electric vehicles in the pipeline but have few on the road. Further, who is to say that electric propulsion is going to be the power source of choice ten years from now.

One thing is for sure, we are not generating enough electricity to power our current daily needs; ask those who live in states that experience rolling brown and blackouts on a regular basis. Couple that with federal and some state governments placing

restrictions on energy sources and power plant development and the inefficiency of renewables (wind/solar – see Texas 2021 winter storm), then add the need to charge the additional millions of vehicles in each city and community across the country, we are just not equipped with the infrastructure or power source to facilitate the pipe dream.

## Wholesale Buyers

In 2015 there were a nominal number of wholesalers licensed in Wisconsin. In 2021 Wisconsin has gobs and gobs of them. As the number of wholesalers grew, the number of buyers at auctions grew exponentially, as the number of buyers grows, so has curbstoning activity. While this increased number of buyers at auctions has been good for sellers, it has been devastating to many unaware Wisconsin consumers who mistakenly search for vehicles on social media. To rectify this situation, DMV has taken steps to tighten the process by eliminating the issuance of buyer's licenses associated to wholesale dealers (buyer's licenses are issued only through licensed dealers).

WATDA believes this is a step in the right direction; but we have received calls from some dealers and wholesalers seeking some type of compromise. WATDA will be monitoring this situation closely. ●

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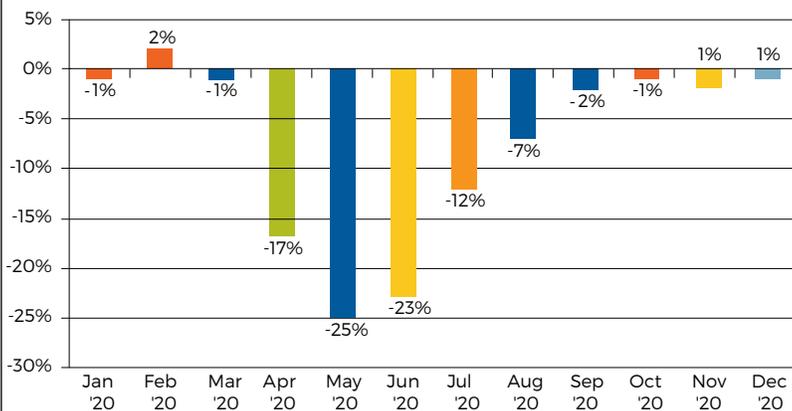


# New Vehicle Sales Trends

## Wisconsin New Vehicle Trends: March 2021

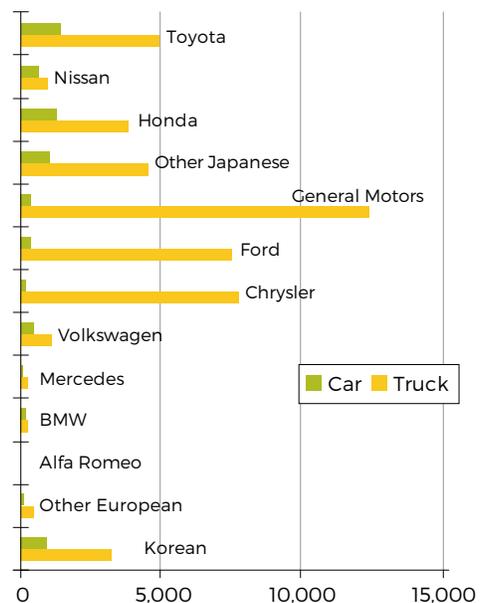
	Previous Two Months			Year to Date			Year to Date Market Share		
	2/20	2/21	% change	'20 YTD	'21 YTD	% change	'20 YTD	'21 YTD	change
Industry Total	29,892	37,565	25.7%	47,027	54,130	15.1%	100.0%	100.0%	0.0%
Car	4,866	5,205	7.0%	7,606	7,296	-4.1%	16.2%	13.5%	-2.7%
Truck	25,026	32,360	29.3%	39,421	46,834	18.8%	83.8%	86.5%	2.7%
Japanese	9,903	12,848	29.7%	15,798	17,932	13.5%	33.6%	33.1%	-0.5%
Toyota	3,171	4,606	45.3%	5,160	6,359	23.2%	11.0%	11.7%	0.7%
Honda	2,866	3,715	29.6%	4,576	5,198	13.6%	9.7%	9.6%	-0.1%
Nissan	1,097	1,133	3.3%	1,705	1,601	-6.1%	3.6%	3.0%	-0.6%
Other	2,769	3,394	22.6%	4,357	4,774	9.6%	9.3%	8.8%	-0.5%
Domestic	16,252	19,817	21.9%	25,137	29,046	15.6%	53.4%	53.6%	0.2%
General Motors	7,330	8,840	20.6%	11,349	13,207	16.4%	24.1%	24.4%	0.3%
Chrysler	4,230	5,504	30.1%	6,506	7,974	22.6%	13.8%	14.7%	0.9%
Ford	4,692	5,473	16.6%	7,282	7,865	8.0%	15.5%	14.5%	-1.0%
European	1,571	2,024	28.8%	2,620	2,999	14.5%	5.5%	5.5%	0.0%
Volkswagen	804	1,106	37.6%	1,337	1,593	19.1%	2.8%	2.9%	0.1%
BMW	262	342	30.5%	438	493	12.6%	0.9%	0.9%	0.0%
Mercedes	235	236	0.4%	366	357	-2.5%	0.8%	0.7%	-0.1%
Other	270	340	25.9%	479	556	16.1%	1.0%	1.0%	0.0%
Korean	2,166	2,876	32.8%	3,472	4,153	19.6%	7.4%	7.7%	0.3%
Other	2,166	2,876	32.8%	3,472	4,153	19.6%	7.4%	7.7%	0.3%

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



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**YTD Registrations by Vehicle Type.**



March Trend Report from Scott Quimby



# NADA Report

JOSHUA JOHNSON • [jjohnson@donjohnsonmotors.com](mailto:jjohnson@donjohnsonmotors.com)



As many challenges loom over dealers, progress continues to be the national benchmark. The security and success of our industry requires that we join forces to fight a common battle: the BIG lie about electric vehicle (EV) sales.

One of the great myths that exists today is that franchised dealers don't want to sell EVs. It's about time we end this lie which has been propagated by the handful of companies striving to destroy the franchise system. The world has changed considerably since the first alternative powered vehicle rolled off the assembly line. Today EVs are no longer just compliance cars in the marketplace. The level of investment and commitment that traditional automakers have made in battery/electric technology differs greatly from even five years ago. However, today, the "EV Lie" has taken on a dangerous life as companies like Rivian, Lucid, and Lordstown Motors have anchored their entire pitch for direct sales on the lie about franchised dealers and their supposed reluctance—and inability—to sell EVs. Simply put, they're wrong.

The truth is that franchised dealers everywhere are happy, willing, and able to sell whatever vehicles customers desire—including EVs. Direct sales have never benefitted consumers with lower prices, convenience, or better service and maintenance. Rather, direct sales creates a vertical channel for manufacturing, sales, and service that allows a single entity to control everything—including prices and margins. NADA is dedicating much of its resources and efforts toward this battle so we can set the record straight. The truth is that there is a way for EV sales to be sustainable: by utilizing a large, expansive network of retailers and service providers who are experts at marketing locally, and who are invested in the future sales and service opportunities of EVs. That's US—the local auto dealers. Expect to be called upon this year to be engaged and active as we are all in this fight together.

Moreover, franchised dealerships across the country are committed to energy efficiency in our industry. Dealers are making continuous improvements to increase energy efficiency and investments include targeted reductions of electricity use, heating/cooling, and machinery. NADA is excited to highlight our partnership with the Environmental Protection

Agency's (EPA) ENERGY STAR program to promote these energy efficiency practices. Currently more than 5,000 dealers are benchmarking their energy use through the EPA's Portfolio Manager tool. ENERGY STAR certification recognizes businesses for outstanding cost-saving, energy efficient initiatives.

Before franchised car and truck dealerships can obtain ENERGY STAR certification, the association must collect baseline comparative nationwide data on dealership energy use. NADA is calling on all dealers to help by having an office or facilities manager complete the voluntary, 20-minute survey on their dealership's energy use.

Once the association receives the valid energy survey responses needed, NADA and EPA will create an ENERGY STAR certification baseline for franchised dealerships, allowing dealers to compare their energy performance with that of other dealerships nationwide in a simple report. All dealers will be able to use the report to target areas where future energy-use reductions – and cost savings – can be made. Top-performing dealerships may be eligible for the coveted ENERGY STAR certification. The deadline to complete the survey is Saturday, June 5, 2021.

Finally, our capacity to progress and grow is also measured by the value we have for one another in society. The National Automobile Dealers Association and Wisconsin Automobile Truck & Dealers Association vehemently condemn racism, violence, and xenophobia. Hatred has no place in business nor in America. NADA is committed to combating fear and racism through education, advocacy, and ongoing collaborations with organizations that represent diverse constituencies. We will not tolerate discrimination in the automotive community and together we will continue to work to make our industry more equitable, more inclusive, and a more diverse place.

It has been both my honor and pleasure to serve as your NADA Director for the past several years. With that, I'd like to announce my intention to pursue a second term so that I may continue representing the great dealers in this state. I will have more information to share with you regarding my candidacy in the months to come. However, in the meantime, please don't hesitate to reach out to me directly with any questions or if I may be of assistance to you and/or your dealership(s)! ●

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# CenterStage

AWARDS, HONORS, MILESTONES

## ► Wilde East Towne Honda Co-hosts Girl's Auto Clinic

Wilde East Towne Honda is co-hosting a Girl's Auto Clinic in April and May, encouraging high school girls to defy gender stereotypes in the automotive industry.

In partnership with Dane County School Consortium (DCSC), Wilde East Towne Honda utilizes the clinic to educate and empower the girls to consider a career field typically dominated by men.

"We have known for a while that women can do it," said DCSC Instructor Matt Baumgartner. "The basis is to get them started, get them interested and give it a try."

Baumgartner also noted that the automotive industry is struggling to find skilled labor in trades. According to the US Department of Labor, there will be more than 37,000 job openings in the auto industry on average per year by 2024.

"This clinic is a great opportunity for these girls to learn something new, while also giving them an inside look into a possible new career path," said Wilde East Towne Honda Service Manager Chris Niemiec. "We cannot wait to see how far their skills progress throughout the clinic."

In 2020, the clinic ended early due to the COVID-19 pandemic. This year, Wilde East Towne Honda has implemented extra safety and sanitizing measures to reduce the risk of COVID-19.

The seven-week clinic will run every Thursday through the end of May

## ► Dahl Automotive— 110 Years Strong

Congratulations to Dahl Automotive, the fifth generation is now serving the LaCrosse area for 110 years! They have seven locations: four in the LaCrosse area including Ford, Lincoln, Honda, Subaru, Hyundai, and Mazda brands and three in Winona, MN; Toyota, Chevrolet, Buick and GMC.



From left: Jansen, Harry, Andrew and Tyler Dahl



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As pandemic protocols have helped fuel online deals, out-of-state transactions are rising nationwide as a result. In the past, that would mean combing state and local websites for the taxes, fees, and forms necessary to process each out-of-state customer's registration and titling. Now you can use a simple, timesaving electronic solution from Dealertrack to help your dealership confidently tackle the myriad of state-specific transactions with step-by-step guidance for every state.

#### **Save time now and going forward**

Your time is valuable, so it's important to continuously improve the processing efficiency of delivering deals. Find out exactly how Dealertrack solutions fit into your workflow by booking a brief but comprehensive product demonstration.

**Schedule a no-obligation call with Jerrod Wertz, Regional Sales Manager for Wisconsin, to discuss saving your dealership time and money.**

\* Dealertrack In-state Registration and Title Solution User Data Google Analytics  
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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 News

Bergstrom Subaru of Green Bay opened its doors at its all-new location February 15, 2021. The 50,000 square foot facility is located at 761 Pilgrim Way (on the corner of Holmgren & Pilgrim Way) and includes sales, repairs, and maintenance areas as well as 27 mechanical stalls, three detail areas and a drive-through car wash. Their current location on Mason Street in Green Bay will continue as Bergstrom Mazda Mitsubishi.

Bergstrom Automotive has also opened its doors at two new locations in Oshkosh. The Bergstrom Body Shop & Collision Center is an all-new state-of-the-art, 36,000 square foot facility with environmentally friendly practices and equipment including a Greentech Catalytic Drying Machine (first in the state). This technology can dry a painted vehicle in a third of the normal time without chemicals therefore using less energy, providing clean exhaust, and improving efficiency.

Bergstrom has eight Body Shops in Wisconsin and services all makes and models. This latest addition offers free individual tours daily to see the advancements in today's technology on display.

Bergstrom Automotive will also be opening its doors at express.cars, a digital retailing marketplace that offers over 1,500 local certified used vehicles that consumers can browse, compare, shop or purchase fully online. Vehicles can be picked up at the new Oshkosh location or delivered directly to one's driveway. The first express.cars location opened last year in Green Bay. For more information, visit [express.cars](http://express.cars).

...continued on next page...

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- Chris Merklein, Director of Real Estate at Van Horn, Stoughton, WI

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## ProCamp by Van Horn

Van Horn Automotive Group is releasing a new series of Class B motorhomes into the market -- ProCamp by Van Horn. Over the past few years, one of the biggest trends in travel is the "camper van"; a compact RV designed for a comfortable travel experience without the intimidating size of a large motor coach. The ProCamp is built on a RAM ProMaster 3500 Chassis for smooth driving and easy parking, and upfitted with amenities like an adjustable bed, convertible bench seat, galley kitchen, and creative storage. Its versatile design makes it a great solution for the outdoor enthusiast to pursue adventure for days or weeks at a time.

ProCamp by Van Horn combines luxury with utility to provide the best value in the market. The roof features a rack around the perimeter and low-maintenance composite decking with an access ladder on the back. A motorized awning can be extended from the side for extra shelter complete with LED lights for illumination. The interior features maple cabinetry and satin finish push-to-close door latches. Solid surface countertops with a 15-inch stainless sink with gooseneck faucet uses fresh water from a tucked away storage container. An RV queen-sized bed frame can be adjusted up or down with linear actuators, and the bench below can also convert to a bed with 4-inch foam cushions. Two rear captain chairs provide additional seating, and a small table offers beverage holders, added storage, GFCI outlets and USB charging. Roof-mounted solar panels feed an 1800W inverter for off-grid power.



## Hallada supports Equestrian Campground at Governor Dodge State Park

Frank Hallada hosted a jump-start event for Phase 2 construction of an equestrian campground at Governor Dodge State Park at his dealership. Phase 1 of the project consisted of a new entrance road, multi-use trailhead with picnic area and handicap-accessible vault toilet, and has been used by day riders, hikers, and rock climbers for the past two years. Prior to construction, a section of the park's fifteen-mile multi-use Driftless Trail is being re-routed around the 14-acre campground. Heavy equipment will soon begin building the campground road, sculpting level campsites from rolling terrain and installing utilities. The campground is expected to open in May 2022. ●



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# Wisco: Renewed Dedication

BY JOE MAASS, WISCO PRESIDENT



No longer is hindsight 20/20. There has to be a better measure of perfect vision as demonstrated by the calendar's 2020. Wisco's working to make 2021 the new measure of excellence.

There really is no substitute for in-person meetings. With all the convenient alternatives it's easy to lose sight of people. Texts, email, and virtual meetings, to a degree, lose emotional fidelity and will never replace in-person interaction. A lesson hard learned over the past fifteen months and never to be taken for granted is the value of relationships. There's comfort in a handshake; whether conveying salutations or an agreed commitment, the dignified touch is an undervalued means of communication.

We recently convened at WATDA for a celebrated in-person meeting to discuss the cooperation between our organizations. Whether fueled by months of social distancing or the overdue opportunity to collaborate with colleagues our 'post-meeting' glow hasn't faded. We have all experienced the internal resurrection: from the opening day of your favorite past time; a Sunday morning revival or first bite of comfort food – it's a great feeling to be remember the 'good' in the world. Experiencing that emotion during a business day is certainly rare. Coming together to renew the commitment to others rekindled energies that lift both the servant and those we serve. Perhaps an elaborate overstatement so in simpler terms: We are grateful for our partnership with WATDA in greater service to our Dealer Members.

Wisco Cooperative is proud to introduce our new Field Representative; JV Smith brings years of practical hands-on knowledge and business ownership experience. His knack for finding pragmatic solutions to complex challenges will help our Dealer Members discover new approaches to additional margin. Partnering with our vendor reps, JV will continue to



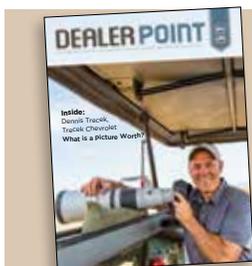
evolve his service capacity to Wisco Dealer Members: Hunter Engineering, Halron Lubricants, ECP Auto Armor, Factory Motors Parts, MSC, Kent, Black Gold Environmental Services and Auto Service Aids to name just a few of the 50+ vendor partnerships waiting to help you through your Wisco Cooperative network and we're adding more!

Another lesson from 2020: Risk of damage and theft at automotive dealerships increases after hours. ChaseLight™ by Trydon blends lighting and security into a single, integrated component that works with both new and existing outdoor lighting installations. Our intelligent system monitors the area beneath each pole and any undesired movement triggers an audible alarm and flashing light, deterring vandalism and preventing theft. ChaseLight understands the difference between the habits of window shoppers and the behavior of vandals. BrowseHours™ allows customers to enjoy the afterhours walk-through, with custom settings for your preferred amount of ambient light and select hours of operation.

This unparalleled level of inventory protection saves dealers significant repair and replacement costs. In addition, ChaseLight can reduce insurance premiums and self-insurance exposure while lowering energy consumption, resulting in reduced operating costs. Secure your lot today. Contact Trydon at 314-956-7848 or don@trydontrue.com for a free estimate and cost savings analysis.

**Coming Events: Wisco's Annual Meeting & Golf Outing: June 29th, 2021 at Lake Arrowhead Golf Course in Nekoosa Wisconsin.** Bring your team of 4 and enjoy a light hearted day of golf, prizes and refreshments. Call or email Wisco by June 15th to reserve your cart and WIN!

**Save the date—for the first time in 49 years the annual Wisco Show will be held in the fall! September 11, 2021 at the Chula Vista Resort & Waterpark.** Momentum and anticipation continues to build for the 2021 Wisco Show—mark your calendar for the biggest show yet! ●



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# Change a Life, Gain a Technician!

## The impact of Youth Apprenticeship

BY DAN KLECKER, STATE EDUCATION DIRECTOR

**A**fter reading dozens of WATDA scholarship applications this year it became apparent to me that I could identify applicants who participated in DWD's Youth Apprenticeship (YA) program while in high school. Those applicants were the ones who expressed confidence in their career choice and a clear understanding of what to expect in their future career as a technician. It only makes sense that having one to two years of experience working part-time in a service center alongside a mentor would provide that confidence and understanding.

A couple of applicants stood out this year for their comments describing how YA changed their career choice and lives.

**The apprenticeship has changed the direction of my life. Last year I had no idea of what I wanted to do with my life...(now) I continue towards my goal as a Master Technician. -Garrett**

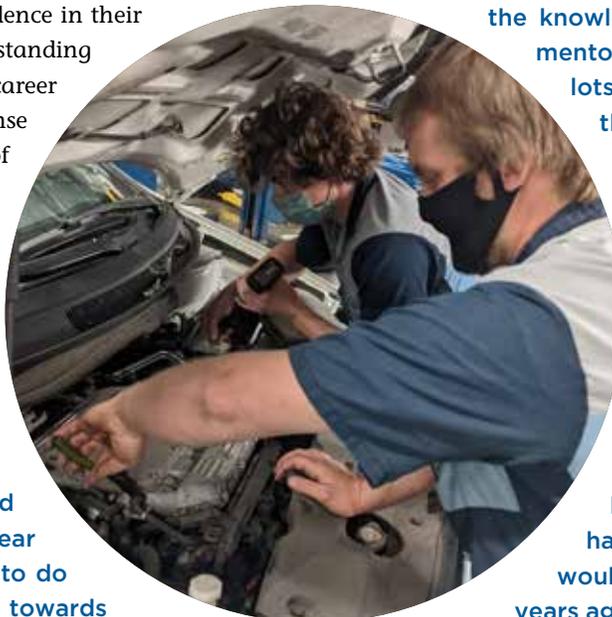
It was great to hear this life changing statement from a graduating HS senior but what does his mentor think about his work?

**He started the apprenticeship program with very little knowledge of automotive and due to his hard work is now a competent entry level technician. -Derek**

A high school student must have weaknesses and we asked that of their mentor.

Garrett is sometimes too timid to try new things and needs a little extra push to get him going.

This applicant also requested an evaluation from his Service Manager who provided the following comments.



**Garrett is in the youth apprentice program. (He) came in with very little knowledge and now is doing major engine repairs alongside his mentoring Master Technician. Garrett's desire to learn and retain the knowledge he has been taught by his mentor is extremely high. He has gained lots of experience and knowledge through the youth apprentice program. -Chris**

While that was an outstanding applicant, his was not the only application from a HS senior that stood out to me as having their life changed due to the YA program. Jacob's comments follow.

**I have been working in the automotive industry for a little over year and a half and have already learned more than I would've ever thought possible... two years ago, if you would've told me that I'd be where I am now, I wouldn't have believed you. Since then, the people I've met, the memories I've made and all I've learned about cars has made a lasting effect that I'll never forget. I've truly fallen in love with not just working on cars, but everything that encompasses it. Learning a new skillset that I enjoy, meeting tons of people that share my love for cars, and the community as a whole has helped me realize that this is what I want to do with my life, and has changed me as person for the better. -Jacob**

This applicant also asked his mentor to complete a Skills Evaluation. Strengths, weaknesses, and additional comments from his mentor follows.

...continued on next page...

Jacob is a very fast learner and has a great memory. His work ethic and desire to grow in this industry is unmatched. Jacob also has extraordinary attention to detail and very rarely makes mistakes. On the off chance a mistake occurs, Jacob is transparent about it and fixes it quickly.

Jacob sometimes has difficulty putting thoughts into words. His complaint, cause, correction stories make sense, but could sometimes be worded a little better.

The automotive industry needs as many students like Jacob as it can get. He operates with a high level of integrity, makes honest recommendations, and has a finely calibrated moral compass. -Tim

I will be the first to admit that not every YA student is going to have the same life changing experiences of these two applicants. I do believe much of the impact of the YA experience has is due to the mentorship provided by the employer. YA students need to be connected with a master technician who is provided the opportunity to spend the necessary time mentoring the best out of the inexperienced



YA student and showing them the career opportunities in the industry. For that to happen the store ownership must buy into the necessity of the Youth Apprenticeship program as a proven method of growing your own technician.

Both of the above scholarship applicants work as YA students at the same dealer store, Wilde East Towne Honda in Madison! The current service manager is the third I have worked with since the store opened. I remember hearing the first service manager announce at a local high school advisory meeting that he wanted four YA students, two juniors and two seniors every year. He planned to scholarship the best ones and never advertise for a technician again. This is a store whose philosophy is to maximize the YA program as a technician developmental league for their service department.

Every high school has students who want to work in the auto/truck industry. Many students, who would make great technicians, never make it to the industry or even onto technical college auto/truck programs because they were never given the experience and mentorship to follow that interest. Can your service facility afford to pass up the opportunity to grow your own technician? ●

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WIPFLI

# Foundation Student Scholarship Spotlight: Question and Answer with Justin Swigert

Meet Justin who is a 2019 WATDA Foundation scholarship recipient.  
 He works at Van Horn Automotive and graduated from Lakeshore Technical College.  
 He is also the 2021 Collegiate SkillsUSA State Automotive gold medal winner.

**Hometown?** Sheboygan, WI

**High school graduated from?**  
Sheboygan North High School

**Technical College attended?**  
Lakeshore Technical College

**Who is your college sponsoring dealership?**  
Van Horn Automotive

**Where are you currently employed?**  
Van Horn Automotive

**How long have you been at your current employment?** 2+ Years



**Tell us more about yourself and why you wanted to pursue a transportation career?**

I'm 20 years old. I enjoy hunting, off-roading, and helping on a sport-modified dirt racing car. I wanted to pursue a transportation career because everyday will be different, and I can continue to learn to make myself a better technician.

**What was the most influential high school experience that made you choose a transportation career pathway?**

All my high school automotive classes. My freshman year I took a small engines course, then sophomore year I took my first auto course, then I took advanced small engines and advanced auto. Auto co-op my junior year and automotive youth apprenticeship my senior year.

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**In five years, where do you envision you will be in the transportation industry?**

I plan on staying with Van Horn. In 5 years, I think we will start seeing a lot of hybrid cars and even more smaller boosted engines in larger vehicles. I plan on getting more industry certifications.

**What advice would you give to a high school student embarking on a career in the transportation industry?**

Never stop learning, this industry constantly changes with new technology. Take as many automotive classes as possible. Get constant exposure to cars and the auto industry by working at a dealership.

**Regarding transportation and your education, what are you most proud of?**

That I earned a WATDA Foundation scholarship, and will be graduating from LTC as a level 1 Chrysler Tech. I feel good about getting an industry certification and meeting this goal. By getting my Chrysler certification, I can do more at the dealership and warranty work.

**Is there anything else you would like to add?**

I am thankful for what the Foundation has done for me. The scholarship is fantastic. ●

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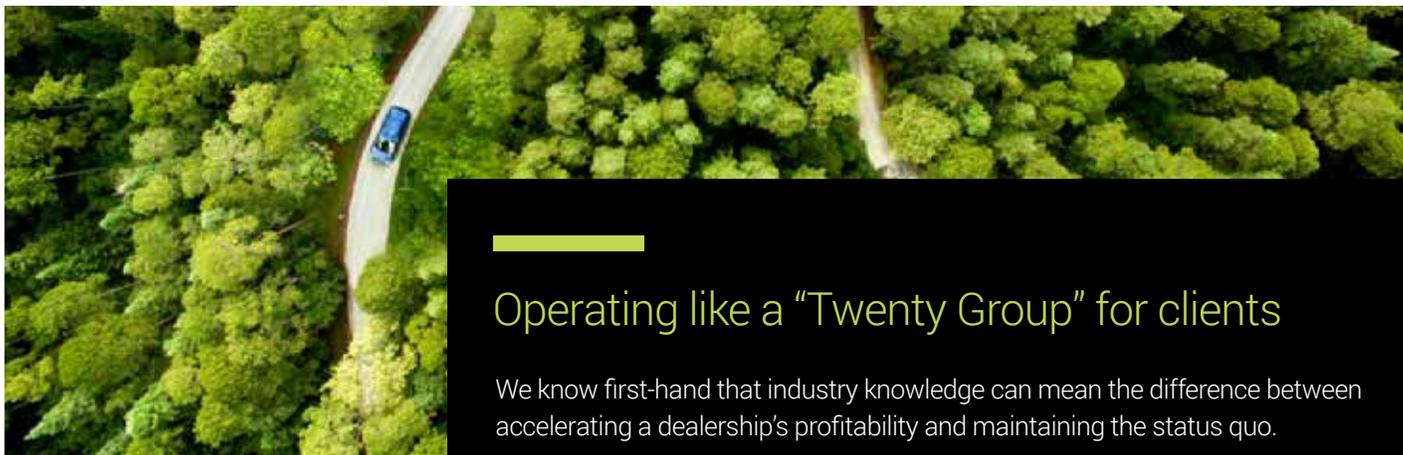
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