

DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2023 | Volume 67 | Spring 2023



INSIDE:
WATDA Political
Impact Team

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

Our Mission:

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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On the cover: Not pictured are Ramie Zelenkova, Katie White, and Dan Romportl of HWZ. Photo Credit: Megan Markanich.



Meet the Expanded WATDA Lobbying Team

If recent times have taught us anything, it is how important it is to have the right representation in Madison and in Washington DC. This holds true on two fronts, electing the best individuals as well as having the right individuals to educate politicians on our issues. The WATDA legislative initiatives have evolved tremendously over the years. We used to be represented by a couple of employees that would give priority to legislative action. Today WATDA is represented by 15 lobbyists. Two of those are in-house, Bill Sepic and Chris Snyder. The other 13 are contract lobbyists, coming from three different firms. The firms representing our concerns at the capital include Hubbard, Wilson & Zelenkova Government Relations, Schreiber GR Group, and Paladin Consulting Group. We at WATDA believe we have assembled the Wisconsin dream team in so far as representation goes. These firms bring a variety of Republicans, Democrats, and Independents to help us educate elected officials. As relationships are key in government relations, these firms have unique bonds with our leaders that are individual to their firms as well as others that overlap. We are excited about this new chapter and want to introduce you to people who are entrusted with protecting our dealers.

HUBBARD WILSON ZELENKOVA

HWZ approaches their work on behalf of clients as a collaborative effort. They take pride in strong communications and providing the right tools for the job. Their relationships in the legislature and the administration, their strategic political planning experience, and their ability to build coalitions and work with other groups of common or even adverse interests, makes them an excellent organization to represent WATDA.



GREG HUBBARD has nearly 25 years of combined legislative and lobbying experience having spent over a decade working for several Republican legislators, including serving as Chief of Staff to a Majority Leader in the Wisconsin State Senate. During contentious legislative redistricting efforts in 2000, Greg provided analysis and advice to Assembly and Senate Republican leadership. Greg is a graduate of the University of Wisconsin-La Crosse.



AJ WILSON was Chief of Staff to an Assembly Democratic Leader in the Wisconsin State Assembly and spent over seven years in the Wisconsin Legislature developing strategy, crafting legislation, and working closely with legislators, the Administration, and staff. He is a graduate of the University of Wisconsin-Madison and earned his Juris Doctor degree from the University of Miami.



RAMIE ZELENKOVA has over a decade of experience lobbying, working to maintain relationships on both sides of the aisle. Ramie is a graduate of the University of Wisconsin – Madison.



KATIE WHITE has eight years of government affairs experience. She spent six years in Senator Cowles’ office gaining invaluable experience. Prior to that she spent two years in the private sector. Katie is a graduate of the University of Wisconsin – Madison.



DAN ROMPORTL has over 12 years of experience in state government, most recently serving as chief of staff to the senate majority leader. He is a graduate from the University of Wisconsin – La Crosse.

SCHREIBER GR GROUP (SGR)

Their approach is to provide a team, in addition to our primary point of contact, to be ready at our disposal. It allows them to provide a wide range of contacts, public relations advice, coalition building, political strategy, and issue advocacy. This kind of first-class, comprehensive service separates them from competitors and has led to the record of success on behalf of their clients.



JEREMY SHEPARD brings more than 20 years of experience in Wisconsin government, campaigns, and lobbying. Before joining SGR in 2010, he was the director of legislative affairs for one of the state’s largest trade

associations, a chief of staff for a Republican Senator, a Senate liaison for a Republican Governor and staff in numerous legislative offices. He is a graduate of Loras College in Dubuque, Iowa. He grew up on a Wisconsin dairy farm.



ANNIE EARLY joined SGR in 2001, bringing a background in public relations and strategic communications. Her areas of expertise include healthcare, licensing and regulation, law enforcement, and transportation. She graduated from Northern Michigan University and is originally from New Richmond.



KEN WALSH joined the firm in 1998 and his achievements have occurred regardless of what political party is in control. Ken graduated from the University of Colorado and is originally from the Chicago area.



GEORGE ERMERT joined the firm in 2001. Prior to joining SGR, he worked with several Republican political campaigns and issue advocacy groups in Wisconsin. Originally from Racine, he graduated from St. Norberts College.



NICOLE BURNS is the most recent addition to SGR joining the team in 2022. She spent six years in the State Assembly, most recently as the chief of staff for Representative Mark Born, the co-chair of the joint finance committee. She is from Verona and graduated from the University of Wisconsin – Madison.

PALADIN CONSULTING GROUP



BRYAN BROOKS, with over 20 years of experience in the political and policy arena in Wisconsin. Prior to his work at Paladin, he spent several years at Whyte Hirschboeck Dudek Government and Business consulting. Brooks also served in the legislature as a Chief of Staff.



JEFF FITZGERALD comes to Paladin after serving 12 years in the Wisconsin Legislature, during which he served as Speaker of the House. He was a small business owner in Beaver Dam and lives in Horicon.



SAVANNAH SEPIC joined Paladin in 2022 coming from Minnesota Retailers Association where she was the government relations manager. She is from Waunakee and graduated from the University of Wisconsin – Eau Claire.

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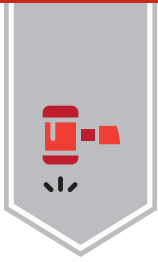
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Legislative Commentary

BY CHRIS SNYDER

Almost Summer 2023

Wisconsin Budget Bill

By the time this issue of Dealer Point is ready for distribution Wisconsin's 2023-24 budget bill may be passed. However, at the time of writing this article the Governor is threatening to veto the budget in its entirety. In which case we will not have a budget.

This legislature is in a unique situation, not only is there leftover COVID money but due to recent budgets, we have a structural surplus (meaning our revenues are greater than our obligations). In February, Governor Evers introduced his budget proposal, which was quickly rejected by the legislature on the grounds that it created too much new spending that would drain the current surplus and result in ongoing obligations beyond projected revenues.

This Governor has placed a priority on increasing shared revenues for counties, cities, towns, stating that his number one priority is getting local communities the resources they need. The legislature has proposed a budget with record increases for counties and local governments with revenue formulas that specifically benefit smaller communities. They have also provided for sales tax increases to the city and county of Milwaukee, but with strings attached. Those strings have Milwaukee political leaders anxious, and they are working with the governor to rework or eliminate completely any restraints on their use of new revenues.

As for the dealers, this budget appears fairly safe. There are adequate revenues to pay for the projected transportation expenditures which means that it is likely that there will not be any increases in titling or registration fees and the trade-in tax credit is safe. As always, we will keep you updated on any developments.

Title transfer fee SB 60 (WATDA Supports)

Under current law, the Department of Transportation issues a certificate of title to a new owner of a vehicle after ownership of the vehicle is transferred. The new owner pays a \$157 fee for a certificate of title after a transfer and a \$7.50 supplemental title fee. Currently, these two fees are waived when a vehicle is transferred upon a person's death to his or her spouse or domestic partner.

Under this bill, these two fees are also waived when a vehicle is transferred upon a person's death to an immediate family member of the decedent. "Immediate family member" is defined under the bill as "a spouse, grandparent, parent, sibling, child, stepchild, stepparent, or grandchild, or the spouse of a grandparent, parent, sibling, child, stepchild, stepparent, or grandchild.

Sales Tax revenue SB 89 (WATDA Opposes)

This bill requires the Department of Revenue to deposit into the transportation fund a percentage of the sales tax revenue from the sale of motor vehicles and motor vehicle parts, accessories, and services beginning with the taxes collected on July 1, 2023.

The amount of sales tax revenue would start at 10% and stairstep to 50% in 2037-38. Currently, sales tax receipts from motor vehicle sales and service are one of the top revenue sources of total sales tax receipts for Wisconsin. WATDA has communicated to legislators (especially those in leadership and serving on the Joint Finance Committee) that we believe that deciding how those revenues are spent is best left up to the legislature on a semi-annual basis.

This bill has not received much traction since being introduced.

Temp plates/tags SB 124 (WATDA Supports)

This is a clean-up bill that amends the law to adhere to current DOT practices. Under current law, with limited exceptions, a vehicle subject to registration may not be operated upon a highway in this state unless the vehicle is registered or an application for vehicle registration has been mailed or delivered to DOT or delivered to a motor vehicle dealer and, except for a vehicle being operated within two business days of its sale or transfer, the vehicle displays a temporary operation plate.

Also under current law, DOT must issue certain temporary operation plates, and may issue other temporary operation plates and permits, for unregistered vehicles. Temporary

operation plates are generally valid for a period of 90 days or until the person receives regular registration plates, whichever occurs first.

Currently, DOT must issue a sufficient number of temporary operation plates and permits to each motor vehicle dealer licensed in this state for issuance to state residents who purchase or lease certain types of motor vehicles, including automobiles and light trucks.

This bill eliminates the requirement that DOT provide physical temporary operation plates and permits to motor vehicle dealers and requires DOT to issue these temporary operation plates and permits to motor vehicle dealers solely in an electronic format.

Current law provides that, if DOT determines that a motor vehicle dealer has misused temporary operation plates or permits or has violated requirements related to the issuance of these plates or permits, DOT may require the dealer to return any unused temporary operation plates or permits. The bill eliminates this consequence and, instead, allows DOT to issue an order prohibiting an erring dealer from issuing temporary operation plates or permits. The bill also provides that a dealer who has misused temporary operation plates or permits or who has violated requirements related to the issuance of these plates or permits may be required to forfeit not less than \$500 nor more than \$5,000.

Power source bills AB 141/142 SB 212/213 (WATDA Supports)

AB 141/ SB 213

Under this bill, no state agency and no local governmental unit may restrict the use or sale of a device based on the energy source that is used to power the device or that is consumed by the device.

AB 142/ SB 212

Under this bill, no state agency and no local governmental unit may restrict the use or sale of motor vehicles based on the energy source used to power the motor vehicle, including use for propulsion or use for powering other functions of the motor vehicle.

These bills have been taken up together and AB 141 and 142 have passed out of the assembly along party line votes. The senate bills have had a hearing but have not gone to the senate floor. While the context of these bills seems to make good common sense by ensuring Wisconsin consumers the right to purchase the home appliances, lawn equipment and motor vehicles of their liking, for some reason the democrats have formed a united front in voting against them.

Opponents have stated that the bills are not necessary because no county or municipality has sought to ban gas stoves, lawn

mowers, snow blowers or ICE vehicles. However, the state of Minnesota just passed such legislation statewide (can't wait to see how those electric snowblowers work for them). New York State just passed a ban on the sale of residential gas stoves and a handful of states have set a ban on the sale of internal combustion engine vehicles beginning in 2030-35. At this point it appears that some legislators believe it is better to preserve the government's right to restrict consumer products over consumer's rights to make a choice.

DOT Bid Card Rule (WATDA Supports)

DOT regulates the auto auction industry in Wisconsin. Wisconsin, through DOT, established a buyer's license system (BID Cards) over 20 years ago. At the time of establishing a buyer's license there was a lot of kick back from wholesalers and used vehicle dealers about the requirements to obtain a license. To ease the adjustment to the new licensing requirements, DOT allowed the auctions to take buyer's licenses applications. Under that process, once a person filled out the application, they were allowed to participate in the buying process.

Over the last six years Wisconsin has had an explosion in the number of licensed wholesalers and buyers at auctions. To get a better handle on their regulatory duties, DOT changed their licensing process wherein, an applicant would not be allowed to purchase vehicles at the auction until DOT had the opportunity to review the application and perform a background check on the applicant. A few of the auctions sued the department and won, with the court basically saying that the current process was put in place shortly after the law change and has been in effect for so long that any change to the process would have to be facilitated by formal Rule making.

The auctions are currently hiring lobbyists to mount a defense, but in the end, DOT is well within their right to take steps to ensure they can enforce the law.

Wholesalers

As stated earlier, the number of wholesalers in Wisconsin has exploded over the past six years. The end result (according to DMV) is a spike in odometer fraud cases, title jumping, curbstoning and people getting tolling and parking tickets for vehicles they traded in months ago. DOT tried to address this issue in the last legislative session, but the wholesalers (through their lobbyists) were able to defeat DOT's legislative proposal to rein in an industry gone wild.

At the time of writing this article, a bill addressing the wholesaler issue has not been introduced, but we have heard through the grapevine that one is one its way.

...continued on next page

Fed EV Tax Credits

The Biden administration modified the Electric Vehicle tax credits (EV credits) through the Inflation Reduction Act. Since its' passage, EV credits are divided into three major areas. 30D, which applies to the sale of new vehicles, 45W, which applies to commercial lease vehicles and 25E, which applies to used vehicles. Due to the moving target and the recent publication of IRS Rules pertaining to EV credits, the excerpts below were taken from IRS publications.

30D—Who Qualifies

You may qualify for a credit up to \$7,500 under Internal Revenue Code Section 30D if you buy a new, qualified plug-in EV or fuel cell electric vehicle (FCV). The Inflation Reduction Act of 2022 changed the rules for this credit for vehicles purchased from 2023 to 2032.

The credit is available to individuals and their businesses.

To qualify, you must:

- Buy it for your own use, not for resale,
- Use it primarily in the U.S.

In addition, your modified adjusted gross income (AGI) may not exceed:

- \$300,000 for married couples filing jointly,
- \$225,000 for heads of households,
- \$150,000 for all other filers.

You can use your modified AGI from the year you take delivery of the vehicle or the year before, whichever is less. If your modified AGI is below the threshold in one of the two years, you can claim the credit.

The credit is nonrefundable, so you can't get back more on the credit than you owe in taxes. You can't apply any excess credit to future tax years.

Credit Amount

The amount of the credit depends on when you placed the vehicle in service (took delivery), regardless of purchase date.

For vehicles placed in service January 1 to April 17, 2023:

- \$2,500 base amount,
- Plus \$417 for a vehicle with at least 7 kilowatt hours of battery capacity,
- Plus \$417 for each kilowatt hour of battery capacity beyond 5 kilowatt hours,
- Up to \$7,500 total.

In general, the minimum credit will be \$3,751 (\$2,500 + 3 times \$417), the credit amount for a vehicle with the minimum 7 kilowatt hours of battery capacity.

For vehicles placed in service April 18, 2023 and after:

Vehicles will have to meet all of the same criteria listed above, plus meet new critical mineral and battery component requirements for a credit up to:

- \$3,750 if the vehicle meets the critical minerals requirement only,
- \$3,750 if the vehicle meets the battery components requirement only,
- \$7,500 if the vehicle meets both.

A vehicle that doesn't meet either requirement will not be eligible for a credit.

Qualified Vehicles

To qualify, a vehicle must:

- Have a battery capacity of at least 7 kilowatt hours,
- Have a gross vehicle weight rating of less than 14,000 pounds,
- Be made by a qualified manufacturer.
 - FCVs do not need to be made by a qualified manufacturer to be eligible. See Rev. Proc. 2022-42 for more detailed guidance.
- Undergo final assembly in North America,
- Meet critical mineral and battery component requirements (as of April 18, 2023).

The sale qualifies only if:

- You buy the vehicle new.
- The seller reports required information to you at the time of sale and to the IRS.
 - Sellers are required to report your name and taxpayer identification number to the IRS for you to be eligible to claim the credit.

In addition, the vehicle's manufacturer suggested retail price (MSRP) can't exceed:

- \$80,000 for vans, sport utility vehicles and pickup trucks,
- \$55,000 for other vehicles.

MSRP is the retail price of the automobile suggested by the manufacturer, including manufacturer installed options, accessories and trim but excluding destination fees. It isn't necessarily the price you pay. For more detail go to:

<https://www.irs.gov/credits-deductions/credits-for-new-clean-vehicles-purchased-in-2023-or-after>

45W Commercial Clean Vehicle Credit

This credit has been determined to be eligible to be used in any lease of an EV, even if the EV doesn't qualify for the 30D due to component and sourcing rules. Therefore, imported EV's will qualify for the 45W credit if the vehicle is leased, and the lender passes the credit on to the customer.

45W criteria

Businesses and tax-exempt organizations that buy a qualified commercial clean vehicle may qualify for a clean vehicle tax credit of up to \$40,000 under Internal Revenue Code (IRC) 45W. The credit equals the lesser of:

- 15% of your basis in the vehicle (30% if the vehicle is not powered by gas or diesel),
- The incremental cost of the vehicle.

The maximum credit is \$7,500 for qualified vehicles with gross vehicle weight ratings (GVWRs) of under 14,000 pounds and \$40,000 for all other vehicles.

45W—Who Qualifies

Businesses and tax-exempt organizations qualify for the credit.

There is no limit on the number of credits your business can claim. For businesses, the credits are nonrefundable, so you can't get back more on the credit than you owe in taxes. A 45W credit can be carried over as a general business credit.

Vehicles That Qualify

To qualify, a vehicle must be subject to a depreciation allowance, with an exception for vehicles placed in service by a tax-exempt organization and not subject to a lease.

The vehicle must also:

- Be made by a qualified manufacturer as defined in IRC 30D(d)(1)(C). See our index of qualified manufacturers;
- Be for use in your business, not for resale,
- Be for use primarily in the United States,
- Not have been allowed a credit under sections 30D or 45W.

In addition, the vehicle must either be:

- Treated as a motor vehicle for purposes of title II of the Clean Air Act and manufactured primarily for use on public roads (not including a vehicle operated exclusively on a rail or rails); or
- Mobile machinery as defined in IRC 4053(8) (including vehicles that are not designed to perform a function of transporting a load over a public highway)

The vehicle or machinery must also either be:

- A plug-in electric vehicle that draws significant propulsion from an electric motor with a battery capacity of at least:
 - 7 kilowatt hours if the gross vehicle weight rating (GVWR) is under 14,000 pounds,
 - 15 kilowatt hours if the GVWR is 14,000 pounds or more or

- Beginning January 1, 2023, if you buy a qualified used electric vehicle (EV) or fuel cell vehicle (FCV) from a licensed dealer for \$25,000 or less, you may be eligible for a used clean vehicle tax credit (also referred to as a previously owned clean vehicle credit). The credit equals 30% of the sale price up to a maximum credit of \$4,000.
- The credit is nonrefundable, so you can't get back more on the credit than you owe in taxes. You can't apply any excess credit to future tax years.
- Purchases made before 2023 don't qualify.

25E—Who Qualifies

You may qualify for a credit for buying a previously owned, qualified, plug-in electric vehicle (EV) or fuel cell vehicle (FCV), including cars and light trucks, under Internal Revenue Code Section 25E.

To qualify, you must:

- Be an individual who bought the vehicle for use and not for resale,
- Not be the original owner,
- Not be claimed as a dependent on another person's tax return,
- Not have claimed another used clean vehicle credit in the 3 years before the purchase date.

In addition, your modified adjusted gross income (AGI) may not exceed:

- \$150,000 for married filing jointly or a surviving spouse,
- \$112,500 for heads of households,
- \$75,000 for all other filers.
- You can use your modified AGI from the year you take delivery of the vehicle or the year before, whichever is less. If your income is below the threshold for one of the two years, you can claim the credit.

Qualified Vehicles and Sales

To qualify, a vehicle must meet all of these requirements:

- Have a sale price of \$25,000 or less,
- Have a model year at least 2 years earlier than the calendar year when you buy it. For example, a vehicle purchased in 2023 would need a model year of 2021 or older.
- Not have already been transferred after August 16, 2022, to a qualified buyer.
- Have a gross vehicle weight rating of less than 14,000 pounds,
- Be an eligible FCV or plug-in EV with a battery capacity of least 7 kilowatt hours,

...continued on next page

- Be for use primarily in the United States.
- Find a list of qualified vehicles.

The sale qualifies only if:

- You buy the vehicle from a dealer,
- For qualified used EVs, the dealer reports required information to you at the time of sale and to the IRS.
- A dealer is a person licensed to sell motor vehicles in a state, the District of Columbia, the Commonwealth of Puerto Rico, any other territory or possession of the United States, an Indian tribal government, or any Alaska Native Corporation.

Required information includes:

- Dealer's name and taxpayer ID number,
- Buyer's name and taxpayer ID number,
- Sale date and sale price,
- Maximum credit allowable under IRC 25E,
- Vehicle identification number (VIN), unless the vehicle is not assigned one,
- Battery capacity,
- A fuel cell motor vehicle that satisfies the requirements of IRC 30B(b)(3)(A) and (B).

For more details go to:

<https://www.irs.gov/credits-deductions/commercial-clean-vehicle-credit#:~:text=Businesses%20and%20tax-exempt%20organizations%20that%20buy%20a%20qualified,or%20diesel%29%20The%20incremental%20cost%20of%20the%20vehicle>

25E Used Clean Vehicle Credit

Beginning January 1, 2023, if you buy a qualified used electric vehicle (EV) or fuel cell vehicle (FCV) from a licensed dealer for \$25,000 or less, you may be eligible for a used clean vehicle tax credit (also referred to as a previously owned clean vehicle credit). The credit equals 30% of the sale price up to a maximum credit of \$4,000.

The credit is nonrefundable, so you can't get back more on the credit than you owe in taxes. You can't apply any excess credit to future tax years.

Purchases made before 2023 don't qualify.

Who Qualifies

You may qualify for a credit for buying a previously owned, qualified plug-in electric vehicle (EV) or fuel cell vehicle (FCV), including cars and light trucks, under Internal Revenue Code Section 25E.

To qualify, you must:

- Be an individual who bought the vehicle for use and not for resale,

- Not be the original owner,
- Not be claimed as a dependent on another person's tax return,
- Not have claimed another used clean vehicle credit in the 3 years before the purchase date.

In addition, your modified adjusted gross income (AGI) may not exceed:

- \$150,000 for married filing jointly or a surviving spouse,
- \$112,500 for heads of households,
- \$75,000 for all other filers.

You can use your modified AGI from the year you take delivery of the vehicle or the year before, whichever is less. If your income is below the threshold for one of the two years, you can claim the credit.

Qualified Vehicles and Sales

To qualify, a vehicle must meet all of these requirements:

- Have a sale price of \$25,000 or less,
- Have a model year at least 2 years earlier than the calendar year when you buy it. For example, a vehicle purchased in 2023 would need a model year of 2021 or older.
- Not have already been transferred after August 16, 2022, to a qualified buyer.
- Have a gross vehicle weight rating of less than 14,000 pounds,
- Be an eligible FCV or plug-in EV with a battery capacity of least 7 kilowatt hours,
- Be for use primarily in the United States.

The sale qualifies only if:

- You buy the vehicle from a dealer,
- For qualified used EVs, the dealer reports required information to you at the time of sale and to the IRS.

A dealer is a person licensed to sell motor vehicles in a state, the District of Columbia, the Commonwealth of Puerto Rico, any other territory or possession of the United States, an Indian tribal government, or any Alaska Native Corporation.

Required information includes:

- Dealer's name and taxpayer ID number,
- Buyer's name and taxpayer ID number,
- Sale date and sale price,
- Maximum credit allowable under IRC 25E,
- Vehicle identification number (VIN), unless the vehicle is not assigned one,
- Battery capacity.

For more details go to:

<https://www.irs.gov/credits-deductions/used-clean-vehicle-credit>

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Boardman Clark welcomes Patrick Breen



We are proud to announce the addition of **Patrick Breen** to our **Dealership & Franchise Practice Group**. Pat joins us with a dynamic background in navigating the legal challenges facing **dealerships, distributors, and trade associations**. Pat will bring his proven perspective to clients on matters related to franchise relationships, product distribution, business operations, commercial dispute resolution, and more. We invite you to learn more about Pat and our team at boardmanclark.com/dealers.

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Franchise Litigation;
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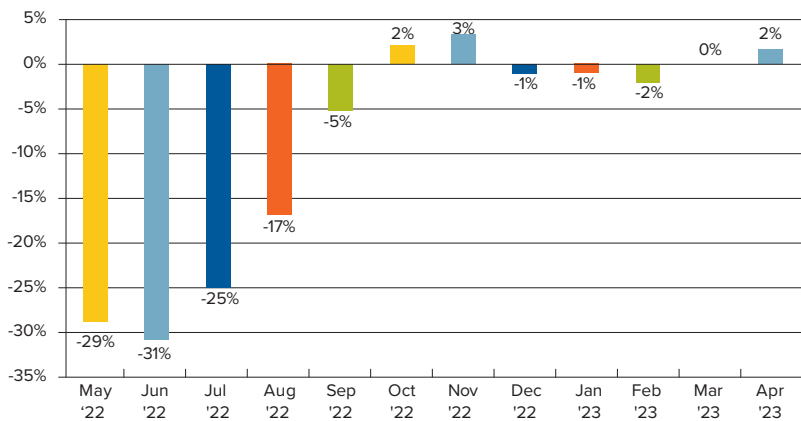
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New Vehicle Sales Trends

Wisconsin New Vehicle Trends: April 2023

	Previous Two Months			Year to Date			Year to Date Market Share		
	3/22 to -4/22	3/23 to -4/23	% change	'22 YTD	'23 YTD	% change	'22 YTD	'23 YTD	change
Industry Total	32,947	3,964	3.1%	60,130	61,485	2.3%	100.0%	99.9%	-0.1%
Car	4,626	4,745	2.6%	8,003	8,257	3.2%	3.3%	3.4%	0.1%
Truck	28,321	29,219	3.2%	52,127	53,228	2.1%	86.7%	86.5%	-0.2%
Japanese	11,191	11,838	5.8%	20,077	20,673	3.0%	33.4%	33.7%	0.3%
Toyota	3,808	3,664	-3.8%	6,888	6,435	-6.6%	11.5%	10.5%	-1.0%
Honda	3,079	3,556	15.5%	5,381	6,029	12.0%	8.9%	9.8%	0.9%
Nissan	1,190	1,301	9.3%	2,029	2,271	11.9%	3.4%	3.7%	0.3%
Other	3,114	3,317	6.5%	5,779	5,938	2.8%	9.6%	9.7%	0.1%
Domestic	16,823	16,830	0.0%	30,890	31,064	0.6%	51.4%	0.5%	-0.9%
General Motors	7,380	7,816	5.9%	13,003	14,684	12.9%	21.6%	23.9%	2.3%
Ford	4,819	4,727	-1.9%	8,879	8,807	-0.8%	14.8%	14.3%	-0.5%
Chrysler	4,221	3,776	-10.5%	8,368	6,650	-20.5%	13.9%	10.8%	-3.1%
Tesla	401	450	12.2%	633	817	29.1%	1.1%	1.3%	0.2%
Other	2	61	2950.0%	7	106	1414.3%	0.0%	0.2%	0.2%
European	2,043	1,918	-6.1%	3,757	3,699	-1.5%	6.2%	6.1%	-0.1%
Volkswagen	996	939	-5.7%	1,844	1,692	-8.2%	3.1%	2.8%	-0.3%
BMW	446	382	-14.3%	796	775	-2.6%	1.3%	1.3%	0.0%
Mercedes	268	256	-4.5%	503	505	0.4%	0.8%	0.8%	0.0%
Alfa Romeo	11	11	0.0%	16	18	12.5%	0.0%	0.0%	0.0%
Other	322	330	2.5%	598	709	18.6%	1.0%	1.2%	0.2%
Korean	2,890	3,378	16.9%	5,406	6,049	11.9%	9.0%	9.8%	0.8%
Other	2,890	3,378	16.9%	5,406	6,049	11.9%	9.0%	9.8%	0.8%

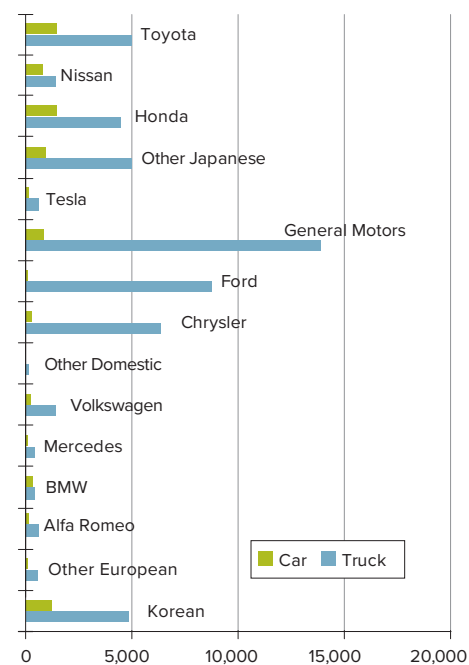
3 Month % Change – and view annual trend. Compares most recent 90 days vs. same 90-day period from last year.



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April Trend Report from Scott Quimby

YTD Registrations by Vehicle Type.





NADA Report

JOSHUA JOHNSON • jjohnson@donjohnsonmotors.com



The National Automobile Dealers Association is leading the auto industry through an evolution. In the past few years, the retail automotive landscape has changed rapidly. We're seeing changes in the cars and how people purchase them. But with that comes a wave of new opportunities for dealers nationwide! NADA needs the help of great state dealer associations, like WATDA, to be as engaged and proactive as ever to meet the challenges ahead.

NADA is leading dealers through a complex time in our industry. Last year, we worked to overcome many issues: microchip shortages, disruptions along the vehicle supply chain; low inventory on our dealership lots; and overly broad federal regulations that could negatively impact our businesses, employees, and customers.

Moreover, our franchise system is currently being challenged from all directions with calls for agency relationships, expanded over-the-air updates, direct sales, new data-sharing regulations, and more. To meet these new and evolving challenges, NADA launched its Guiding Principles on Evolving Business Models & the Dealer Franchise System. These principles capture six particular aspects and the realities of our business. I encourage all Wisconsin dealers to review NADA's Principles and keep them in mind when you meet with your OEMs throughout the year. NADA will continue reinforcing how auto dealers are ALL IN on EVs and that we are essential for an electric future.

In addition to an evolving business model, new regulations are coming our way. The Federal Trade Commission's amended Safeguards Rule compliance deadline is fast approaching. The FTC extended the deadline to June 9, 2023, and there are no indications of any further extensions. NADA is reminding dealers that full compliance with these complicated new requirements must be completed by June 9. Dealers can find guides, program templates, webinars, workshop sessions, third-party and governmental resources, vendor services, and more at: www.nada.org/safeguardsrule. More webinars and related material will be issued to dealers in the coming weeks.

The nation's truck dealers are also contending with new proposed regulations. The U.S. Environmental Protection Agency issued a proposal entitled "Greenhouse Gas Emissions Standards for Heavy-Duty Vehicles—Phase 3." It aims to dramatically reduce GHGs from new heavy-duty trucks built and delivered for sale in MYs 2027 to 2032. The proposal contains several compliance options, each of which contemplates that

commercial motor vehicle (CMV) manufacturers will bring to market a large number of battery, plug-in hybrid, and fuel cell electric vehicles (EVs) for those model years to the tune of between 34-46% of heavy-duty EVs in MY 2032 (versus today's sales of <2%).

The American Truck Dealers (ATD) is analyzing the proposed rule and crafting comments for the EPA's consideration. Public comments to the EPA's docket (EPA-HQ-OAR-2022-0985) are due by June 16. NADA and ATD have advocated time and time again against overly broad mandates. Whether it's new federal or state nitrogen oxide (NOx) regulations or the latest greenhouse gas and fuel economy rules, these policies come with costs and burdens. America's truck dealers are right to be concerned about how they will impact the truck market. When mandates are overly stringent, they lead to major market upheaval and reliability concerns. Unreasonable policies can disrupt the entire trucking industry by dramatically raising customer costs, increasing unemployment, and delaying the purchase of cleaner and safer trucks.

On June 20-21, ATD will hold its annual Truck Industry Forum in Washington, D.C. This is an opportunity for truck dealers to hear from Members of Congress and truck policy experts discussing the truck market outlook, the regulatory horizon, and lessons learned on electrification. Truck dealers can also send comments, questions, and concerns directly to ATD or contact ATD President Laura Perrotta at lperrotta@nada.org

In conclusion, the National Automobile Dealers Association (NADA) is leading the auto industry through an evolution, responding to the changing landscape of the retail automotive industry and navigating complex issues such as microchip shortages, supply chain disruptions, low inventory, and federal regulations. To meet these new and evolving challenges, NADA has launched its Guiding Principles on Evolving Business Models & the Dealer Franchise System, which captures six particular aspects and the business realities. Additionally, NADA is reminding dealers about the upcoming Federal Trade Commission's amended Safeguards Rule compliance deadline and is advocating against overly broad mandates that can lead to major market upheaval and reliability concerns. The American Truck Dealers (ATD) is also analyzing and crafting comments on the U.S. Environmental Protection Agency's proposed greenhouse gas emissions standards for heavy-duty vehicles. Overall, NADA and ATD provide valuable resources and opportunities for dealers to stay engaged and proactive in meeting the challenges ahead.

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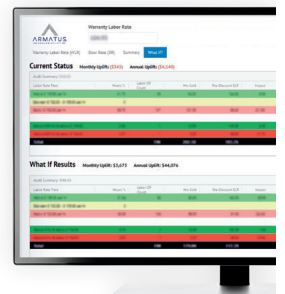
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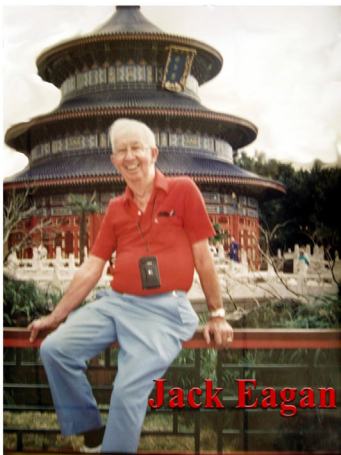


RV DEALER SPOTLIGHT

BY JILL SUKOW, DIRECTOR OF MEMBERSHIP

WISCONSIN RV WORLD

Over 78 years, four generations, one family... that's commitment!



In 1945 a young Navy pilot by the name of Jack Eagan, along with two family members, Bill and Romie Schneider saw a need for affordable housing in the Madison area.

A man of vision and conviction, Jack took over the business alone in 1949, renaming it Wisconsin Trailer Mart, all while completing his

business degree at the University of Wisconsin, Madison.

In 1952 Wisconsin Trailer Mart was relocated for a second time to 3006 East Washington Ave. in Madison.

Prior to 1957 Wisconsin Trailer Mart only sold house trailers or mobile homes, but in 1957 Recreational Vehicles were introduced into inventory, and in 1966 the first Winnebago motorhome was sold.

Wisconsin Trailer Mart, in 1965, took its third location, and third name, Wisconsin Mobile Homes Inc., was relocated across from East Towne Mall in Madison.

In 1969 Jack Eagan's son Michael, and son in law Dick Hoffmann became involved in the business. Dick worked in the service department, and Michael was in sales. In 1972 Michael started the rental program, the dealership stopped selling mobile homes and went 100% Recreational Vehicles.

Dick Hoffmann, in 1974, became service manager and continued to do so for 25 years. In 1984 Michael and Dick purchased Wisconsin Mobile Homes Inc. from Jack Eagan, and in 1986 Michael and Dick made the last move to its current location at the corner of I 90-94 and Hwy 51, along with a new name, Wisconsin RV World, Division of Wisconsin Mobile Homes, Inc.

Christine Eagan, Michael's daughter, became involved in the business in 1991.

Christine grew up in the Lake Wisconsin area where her love for camping and the outdoors began. This combined with growing up at the dealership alongside her father was the setting for her involvement in the family business. At 16 years old she took care of cleaning the showroom, followed throughout the years with a variety of roles that her father felt were important for her to learn the business as a whole. As she gained knowledge of reception, sales, sales manager, F&I,



and general manager, the framework was set for her eventual ownership. Christine purchased Wisconsin RV World from Michael and Dick in 2001, where she now sits as President and one of the few women owned RV dealerships.



Christine's father, Michael, still comes into the dealership a couple times a week. Checking in, giving valuable advice, and oftentimes as a parts runner, hunting down odd parts that are needed. Christine continues to lead Wisconsin RV World with the same local dealership feel and values, with intentional attention to atmosphere, one on one customer service and sincere appreciation of her customers.



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Connect with us

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COOPERATIVE ASSOCIATION



YEAR ANNIVERSARY

GOLF OUTING & ANNUAL MEETING



June 27th • Lake Arrowhead Golf Course

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► Dahl Joins Vesterheim Board



Vesterheim, the National Norwegian-American Museum and Folk Art School in Decorah, IA, is pleased to announce that Jansen Dahl has joined their board of directors. Vesterheim has a national board with 24 members from 11 states.

Jansen Dahl holds a bachelor's degree in marketing from the University of Colorado at Boulder. He joined his family business, Dahl Automotive, in LaCrosse in 2005. They currently have six dealership locations in two states. Jansen serves as the Vice President of Dahl Automotive Holdings. Jansen and his wife Kim have three children.

► Newman Chevrolet donates Pickup to Mel's Charities



Pictured, from left, are Tom Stanton, executive director of Mel's Charities; Chad Curran, president of Newman Chevrolet; Ross Rintelman, ambassador at Mel's Charities; and Ed Trygstad, board president at Mel's Charities.

Chevrolet handed Mel's Charities the keys to a 2016 Chevy Silverado pickup. "We have been impressed for years by the mission of Mel's and the lives they touch throughout Ozaukee County," said Chad Curran, president of Newman

Chevrolet. "We thought this was the perfect way to recognize their efforts and help them grow their mission." "There are certain days you will never forget - this is one of them," said Tom Stanton, executive director of Mel's Charities. "This truck will help us immensely to transport the supplies needed at our 'Great Times for Great Causes' and show everyone that

Newman Chevrolet is the official transportation at Mel's Charities." Since 1999, Mel's Charities, Inc. has awarded over \$1.9 million in grants with a strong emphasis on people with disabilities, memorials, and community impact. Mel's Charities Inc. is a registered 501 (c) (3) organization.

► Zimbrick INFINITI celebrates 30 Years



Zimbrick INFINITI has been part of the Zimbrick Fish Hatchery Road campus for 30 years. Pictured from left to right are Dennis Renton, Dealers Operations Manager INFINITI; Tom Zimbrick, CEO for Zimbrick Inc., Thomas Tracy, Area General Manager INFINITI, and Kendall Dahmen, GM Zimbrick Fish Hatchery Road.



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

[Login/Member Resources/E-Learning](#)

► **Holiday Automotive Earns Buick Dealer of the Year Award**



Pictured, from left, are Kaity Wagner (District Sales Manager – Buick, GMC) with Holiday Automotive team; Dean Jaber (VP of GM Brands), Michael Shannon, Jr. (President & COO), Willie Beyer (VP of Fixed Operations), Thor Gilbertson (CEO)

General Motors has recognized Holiday Automotive, Fond du Lac, with the 2022 Buick Dealer of the Year award. The program annually honors the top one percent of Buick dealers across the country for sales performance and a demonstrated commitment to providing exceptional customer experiences.

“We are elevating everything we do at Buick and GMC,” said Duncan Aldred, Global VP, Buick and GMC, “and our Dealer of the Year winners represent a group of industry leaders that are helping us to make tremendous gains in sales, market share, and customer experience. We are proud to celebrate those dealers who have risen to every challenge of the past year to prove that they are the best of the best. We sincerely appreciate and applaud the entire Holiday Automotive team.”

This award is the most prestigious honor General Motors presents to its dealers. Holiday is in an elite class of just 22 Buick retailers nationwide, and the only Buick dealer in Wisconsin to meet the stringent Dealer of the Year qualifications.

“At Holiday, our focus has always been to give each guest a great experience and create fans for life,” said Michael Shannon, Jr., President of Holiday Automotive. “Our team has earned this award through genuine care, concern, and respect for each guest in every interaction we have. Our guests are at the center of everything we do; and when we consistently exceed their expectations, sales are strong and recognition like this is achievable. We are proud of what our team has accomplished and are honored to be recognized with the Dealer of the Year award.”

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From Around the State

Please send your news From Around the State to jfarmer@watda.org

Girl's Auto Clinic in Madison

Zimbrick Honda, in partnership with the Dane County School Consortium (DCSC), hosted the Girl's Auto Clinic culminating with their graduation from the Program April 12th.

The 8-week program encourages high school age women to defy gender stereotypes in the automotive industry. Only 9.5% of Americans working in automotive repair and maintenance are women, according to 2021 data from the U.S. Bureau of Labor Statistics.

Women make up more of the automotive repair industry than ever before. As increasing numbers of women enter the auto repair profession, many discover that the path is personally and professionally rewarding. The participants were joined each week by Zimbrick Fish Hatchery Road's Fixed Operations Director, Jennifer Ellestad, and the nine female Service Advisors from Zimbrick Honda, Hyundai West, Buick GMC West and Infiniti.

Taught by Honda Master Technician, Tim Kesterson, the course covered workshop safety, maintenance, inspections, tires, brakes, steering/suspension, basic electricity, and internal engine components. This class was possible due to a partnership with Zimbrick Honda and DCSC--offered to participating schools in Dane County.

Holiday Automotive Plans 469 kW Solar Project

This summer, Arch Solar will be on the Holiday Automotive campus to begin work on a 469 kW solar installation; the largest solar power system that any Wisconsin auto dealer has installed to date.

"As we add more electric vehicle charging stations at Holiday, we feel it's important to offset a significant portion of the electricity that we use as a company," stated Thor Gilbertson, CEO of Holiday Automotive in Fond du Lac. "We've got a lot of rooftop space, and as EV adoption continues to increase, it just makes sense to use some of that space for solar power."

The Holiday Ford facility will be outfitted with a 460-panel array and the Holiday Collision and Glass Center will add 396 panels for a solar system that totals 856 panels. Holiday has contracted Arch Solar, a solar energy company based in Plymouth, WI to do the work. Mike Cornell of Arch Solar

stated, "We're excited to partner with Holiday on the largest dealership solar project in the state. This system is estimated to offset over 50% of the power usage of these two buildings." Work is expected to begin in late summer, with a fall of 2023 completion estimate.

David Hobbs Honda of Glendale acquired by Van Horn

David Hobbs Honda was started by British racing legend and commentator David Hobbs in 1986 and has been one of the Milwaukee areas top dealerships ever since. David's son, Greg Hobbs, Managing Director, is confident that Van Horn will carry on their tradition. "Closing the doors of David Hobbs Honda after 35 years of dedication to our employees and our community was an extremely difficult decision for our family. However, knowing the Van Horn family, their dedication to the employees and the community made the decision a lot easier. The Hobbs family is proud to hand over the keys."

The acquisition is Van Horn's first Honda dealership. They plan to increase the site's pre-owned selection to more than 200 vehicles; increase new car inventory and add more jobs. The Plymouth based Van Horn has sixteen locations across Wisconsin and Iowa.

Students Explore Careers at Lynch



Fifty-four Burlington High School (BHS) students toured Lynch Dealership, Lynch Truck Center, and LDV, Inc. to learn about career opportunities.

Scott Stanger who started working for Lynch Truck Center in the 1970s and worked his way up to his current position as Director of Parts and Service, explained that good jobs in the trades require basic math and reading skills. What he wants to see in younger colleagues is the ability to read operating manuals and measure accurately. Stanger's colleague, Service Manager Eric Perman joked, "you can't cut longer."

Perman, who started at Lynch Truck Center 17 years ago, emphasized how working at the dealership is "Not just about working on motors and getting greasy." An employee can move into several new roles throughout their career.

Juliebeth Farvour Tech Ed teacher at BHS, joined the students on the tours which served two primary purposes. First, it helped students connect the skills that they are learning at BHS to the job skills in demand. Second, it introduced students to a wide range of career possibilities.

Farvour said that students "were very positive about the visit." When they returned to the classroom, she asked students to complete a survey about their experience. The students expressed surprise at how big the facilities were and how many different jobs exist.

LDV's President Kurt Petrie, a BHS graduate, took time to show students what goes into making a mobile command center. Building one large-scale vehicle involves architecture, construction, welding, electrical, technology, interior design, and more. It also takes employees willing to work hard and be lifelong learners.

Seeing what takes place at LDV, students "were fascinated with the number of trades required to build the command centers." Many learned for the first time that about half of the nation's mobile command centers are built in their hometown.

As industries innovate to stay competitive, workers need to update their skills. Innovation in the auto industry was evident on the Lynch Dealership lot. Students were thrilled to look at GMC Hummer EV, a new model that is electric and produces zero emissions.

To keep employees up-to-date, Lynch and LDV offer both online and in-person training. This equips employees with new skills to meet a unique set of challenges every day.

Amy Levonian, one of BHS's assistant principals wants students to gain exposure to the many career opportunities within the Burlington community noting that these are "mutually beneficial relationships." The Lynch Family of dealerships alone employs 700-800 people across seven locations.

Seeing the possibilities motivates BHS Youth Apprenticeship coordinator and science teacher Ben Hendricks to continue to build partnerships within the community to provide work-

based learning opportunities for students. The program has maintained a small group of students over the past several years, but he hopes to increase participation in the Youth Apprenticeship program by connecting with local businesses that are willing to provide these learning opportunities for BHS students.

Another BHS alum, Tyson Fettes, Marketing Director for the Lynch Family of Dealerships, coordinated the trip for BHS students and agreed that "everyone was impressed with the students."



Automotive Teacher Training Hosted by Easton Motors

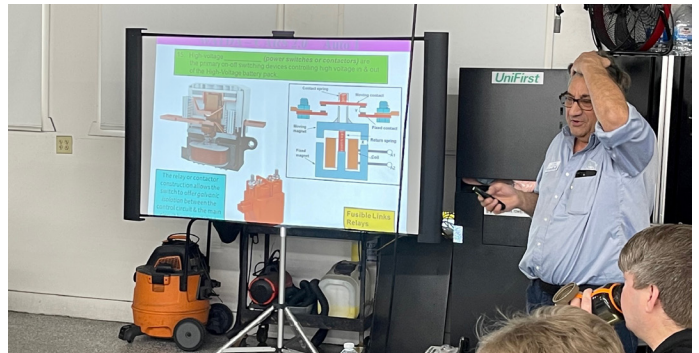
BY BRENT KINDRED - VICE PRESIDENT, WATDA FOUNDATION

One of the more important aspects of the WATDA Foundation's work is also one of the least visible. Each year we hold two teacher professional development training events. One of them is in the spring of the year at the Wisconsin Technology Education Association (WTEA).

This year our spring training was held on March 10 at Easton Motors in Wisconsin Dells. The purpose for this training is to help our teachers with timely and contemporary automotive, collision, or diesel education they can take back to their classrooms. Sessions focused on electric vehicle technology, hybrid vehicles, electric and hybrid safety, and Fiat Chrysler gateway diagnosis training.

It was a great day for approximately 40 schools and teachers that attended. Our industry partners and dealership network stepped up to support this event. Snap-on supported with prizes, CDX provided the lunch, Lawrence Meade Jr., owner of Easton Motors supplied his facility and staff. And furthermore, Lawrence gave away TWO shop cars for automotive programs. Recipients of the cars were Manitowoc Lincoln High School and Menomonie High School.

Our next teacher professional development is July 11-12, 2023, at Chippewa Valley Technical College's new transportation center in Eau Claire. <https://www.watda.org/summerinstitute.html>



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January thru March 2023



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Tribute

John Amato



John Amato of Jupiter, FL, previously of Brookfield, passed away peacefully surrounded by his family on April 1, 2023 at the age of 98. John is survived by his loving wife of 71 years, Phyllis (nee Ferretti). Beloved father of JoAnn (Scot) Stewart, Susan, John (Cindy) and Dianne (Dan) Chase. He is also survived by eleven grandchildren and eleven great-grandchildren. John was born and raised in Chicago, IL. He served in the US Army, World War II, European Theater. After returning from the war, he started his career in the automobile business. After several years of selling cars in the Chicago area, he opened his first dealership, Frank-John Ford in Grayslake, IL in 1957. In 1962, he moved to Milwaukee and opened what would become Southgate Ford. By the mid-1970's, he had built one of Wisconsin's largest and most respected Ford dealerships. Still his long-term dream was to own and operate a General Motors franchise. That dream came true in 1980 when he opened Amato Oldsmobile. Like his previous dealerships, it was soon recognized as one of the consistent leaders, not only in sales, but overall service and customer satisfaction. After 30 gratifying years, he took a step back, but always continued to provide his expertise to the organization. Today, the Amato Automotive Group is now over 60 years old and is still flourishing with seven companies. John was very well respected in the dealership and overall business community in the Milwaukee area. He served on the Board of Directors and held officer positions with the Wisconsin Auto & Truck Dealers Association and the Automobile Dealers Association of Mega Milwaukee. He further used his business acumen as a long-time member of the Board of Directors of First Federal Savings Bank in Waukesha. In 1990 he and his wife bought a home in Jonathan's Landing in Jupiter, FL. He enjoyed golfing, boating, deep sea fishing, billfish tournaments and cruising in the islands. They also traveled to many different continents enjoying numerous adventures. He continued to snow ski until he was 97 years old with the family in Aspen, CO. John's family meant the world to him. He had a special relationship, not only with his four children, but also with each of his eleven grandchildren and eleven great-grandchildren. His ability to speak with and learn about each of us made us feel so very special. He was truly the Head of the Family, guiding each of us.

Jerry A. Frick

Jerry A. Frick passed away peacefully in Arizona while vacationing with his family. Jerry was born in Bensenville, IL where he resided until college. He obtained a BS and a master's degree in business from Northern Illinois University. Upon graduation, he took a job with Ford Motor Co. in the automotive business he loved. In 1986, Jerry became the proud owner of Frick Ford Mercury in New London which he was still running with his son Randy. Jerry was active in the New London community in Rotary, Chamber of Commerce, and board member of St. Joseph's Residence. He was a longtime member of Faith United Church of Christ in Bensenville, IL. He is survived by his loving wife, Susan; his beloved sons; David (Julie Ann), Randy (Paula); his bonus sons; Ryan, Jeff(deceased)(Colleen) and his delightful grandchildren, Olivia and Finley. He is further survived by his special sister, Julie Vondruska (Claude, deceased), brother-in-law and sister-in-law, Don and Carol Stein, the mother of his sons, Donna Frick and four nephews, cousins, and many friends.



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Protect your bottom line

Reg and title solutions for healthy cash flow

Dealerships have worked hard over the past couple of years to remain profitable. However, according to Cox Automotive's Q1 industry insights from Chief Economist Jonathan Smoke, rising interest rates are affecting consumer confidence. As a result, fewer consumers plan to purchase a vehicle in the next six months. So, maximizing profit for each deal is increasingly important.

As sales could begin to slow, speeding back-office operations can protect your profitability and keep cash flow moving. Using both digital and electronic registration and title solutions can help promote healthy cash flow in three key areas.

Avoid trade-in time traps

The minute you decide to take a trade the clock starts ticking to re-sell and recognize your full profit opportunity. Depending on the price of storage space, insurance, interest charges, and more, inventory holding costs can be a profit killer. Today, they are averaging \$35 per day for every trade-in taken sitting on a dealers lot.¹

A manual payoff, lien and title release process can take on average 12-18 days or more.² At \$35 per day for 12 days, that adds up to \$420 in holding costs for every vehicle while you wait for the title. Multiply that by the average number of trade-ins you re-sell each year, and you'll see what manual processes are costing you in overhead.

Only Dealertrack helps you avoid this time trap with our digital Accelerated Title solution that can get your title or lien released as quickly as four to six days.

The solution also saves you in processing and shipping costs for checks, saving you as much as \$1,345 every month.³

Finally, you can use it to access full title details ahead of accepting the trade to avoid any payoff surprises like undisclosed co-owners. As a result, you can get trade-in vehicles off your lot faster and boost cash flow.



Speed deal completion

The faster you can get deals out the door, the more deals you can do in a day, and the healthier your cash flow. But paper-based processes slow down deal completion and can be error-prone.

Electronic reg and title solutions enable documents to be completed online and submitted immediately to the DMV. Dealertrack's in-state registration and title solution integrated with your DMS can reduce data re-entry so you can submit a transaction to the DMV in **under 4 minutes**⁴. That's up to **35 percent faster**⁵ than standard reg and title submissions.

In addition, integration with your DMS means much of the customer and vehicle information comes directly from earlier stages of the deal process. Pre-populated fields significantly reduce data entry errors and help get customers out the door quickly so you can complete more deals in less time and optimize cash flow.

Put the best deal forward

When it comes to out-of-state deals, it can be challenging to calculate unfamiliar taxes and fees to offer both your business and your customers the best possible deal.

Using Dealertrack RegUSA[®], you can compare deals side by side based on reliable taxes and fees to drive the best deal forward for customers from any state. That saves your staff time and helps ensure that your cross-border deals are as profitable as possible.

Schedule a no-obligation call with Rob Howe, regional sales manager for Wisconsin, to discuss how Dealertrack solutions can help keep your cash flowing.

1 Data based on dealer experience and calculations using Dealertrack's Accelerated Title Savings Calculator as of August 2022.

2 Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2022 Dealertrack data.

3 Data based on user input and calculations using Dealertrack's Accelerated Title Savings Calculator as of August 2022 and are not a guarantee of actual savings.

4 Dealertrack User Timing Report through Google Analytics 9/30/21 to 9/30/22.

5 Based on comparing Dealertrack DMS performance against state registration processes.





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