DEALER POINT

Official Publication of the Wisconsin Automobile & Truck Dealers Association | 1928-2022 | Volume 64 | Summer 2022

Alliant Energy®

Answers our EV Questions

INSIDE:
Charging into the Future

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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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FEATURE

DEPARTMENTS

The FOUNDATION
OF THE WISCONSIN AUTOMOBILE & TRUCK DEALERS ASSOCIATION

ALLIANT ENERGY ANSWERS OUR EV QUESTIONS

BY JULIE FARMER

Dealer Point reached out to the Alliant Energy Communications team to ask questions about the expected growth of electric vehicles and how they are preparing to meet the needs for increased power. We hope you find the information helpful.

What goals and objectives does the energy industry have for the 'big picture' of future energy needs?

At Alliant Energy, our customers are at the heart of everything we do. Building stronger communities is what drives and inspires our optimism for the future. How we deliver on our Purpose – reflects our broader responsibility to our customers, employees, and shareowners. That's why we created our Clean Energy Vision. Successful execution of our strategy will enable us to achieve our clean energy initiatives.

By 2030:

Reduce our fossil fuel generation carbon dioxide (CO_2) emissions by 50% from 2005 levels

- Reduce our electric utility water supply by 75% from 2005 levels
- Electrify our company-owned light-duty fleet vehicles

By 2040:

- Eliminate all coal from our generation fleet

By 2050:

- Aspire to achieve net-zero CO_2 emissions from the electricity we generate
- Looking ahead, we aim to meet our customer needs for sustainable options, move from reliability to resilience while maintaining affordable rates for our customers.

What are the views of the energy industry regarding electric vehicles as a solution for addressing environmental issues, and reducing dependance on fossil fuels?

Alliant Energy aims to meet our customer needs for sustainable options, move from reliability to resilience while maintaining affordable rates for our customers. We are excited to be on the leading edge of electrification efforts and work hard to understand our customers' needs. Alliant Energy has been actively involved in electric transportation since 2016. Lower fuel costs and decreased emissions are within reach with current and emerging electric technologies. Not only are they widely available, but they are also eco-friendlier and more cost-effective than their gasoline, diesel or propane counterparts. By adopting electrification and innovation, we can move the needle toward a more sustainable future. We strive to be a leader in electrification initiatives by embracing technology that will enhance our purpose-driven strategy to serve customers and build stronger communities. By 2030, 100 percent of Alliant Energy's active light-duty fleet vehicles will be electric. There are currently over 1.5 million electric vehicles on the U.S. roads and may be 22 million by 2030. Understanding where these vehicles are, how and when drivers are charging and impacts on the distribution system are important to planning and preparing for additional EVs on the system. We take great pride in building a smarter energy infrastructure to deliver cleaner, more reliable and resilient energy to all customers and maintain affordable rates. A smarter grid gives customers more control, choices and greater flexibility.

How is your company educating people about how travel will change? (i.e., charging time, increased travel time, etc)

- At Alliant Energy, we partner with communities and businesses interested in installing electric vehicle charging stations and have a variety of resources to help make the process easier. We can help dealers understand the level of infrastructure, provide information on rebates and other funding options, offer grant writing support and other custom resources as needed.
- Alliant Energy is a resource to our residential and business customers and readily shares the benefits of electrification. We provide EV education and resources on our website and are currently adding to the information provided to better assist our customers.
- We're still learning too. Understanding where these vehicles are, how and when drivers are charging and impacts on the distribution system are important to planning and preparing for additional EVs on the system. The data collected through the rebate program allows us to make changes based on the information we're seeing from our customers.
- Alliant Energy is a proud member of the National Electric Highway Coalition (NEHC). It is a collaboration among electric companies that are committed to providing electric vehicle (EV) fast charging stations that will allow the public to drive EVs with confidence along major U.S. travel corridors by the end of 2023. The NEHC is the largest alliance of electric companies that have organized around the common goal of deploying EV fast charging infrastructure to support the growing number of EVs and to help ensure that the transition to EVs is seamless for drivers.
- Alliant Energy is also involved in community outreach. We are leaders and partners in the annual Transportation & Innovation Expo based in Madison, Wisconsin. We share our experiences and what we've learned while we work to electrify our own fleet. We want to share our experience with our customers and hear their experiences too.

Our members are looked to for leadership in their communities; what can they do to help prepare for a future with electric transportation?

As dealers consider the installation of electric vehicle charging stations, one of the very first steps should be to contact their utility company. At Alliant Energy, we partner with communities and businesses interested in installing electric vehicle charging stations and have a variety of resources to help make the process easier. We can help the dealer understand the level of infrastructure, provide information on rebates and other funding options, offer grant writing support and other custom resources as needed. Planning and partnering with your utility company is key – not only for the dealer, but also for the utility. Partnering and working together can provide an opportunity to minimize costs while the utility company can plan and update the distribution system accordingly. It is better for us to know in advance. Get involved! Review the infrastructure bill and funding opportunities. Visit the Department of Transportation webinars to learn more and use as another resource.

Photo credit: Alliant Energy

Can you share why people can't produce their own energy to charge their vehicles? (ie, solar panels)

You can have rooftop solar and power your EV charger. Many businesses bill users for the EV charger time, not the kilowatts used. They are selling access to the charger but not the power, as that would make them a utility.

How can dealers recoup investment costs for charging stations?

Alliant Energy is proud to be a resource for our customers regarding electrification opportunities. Qualifying commercial, community and multi-family electric customers can receive up to $1,500 for a networked Level 2 charging station. Networked charging stations are connected to Wi-Fi to provide more data about energy use, charge fees to customers and set limits on who can use the charger. There are also some funding options for Level 3 chargers. Alliant Energy is monitoring additional funding opportunities that may also be available for rural and commercial applications such as dealerships in the future. Visit our community, business and multifamily electric vehicle charging stations page for more details.

When do you foresee businesses having charging stations that are not free and car owners have to buy the electricity?

Alliant Energy cannot bill users for public EV chargers, and we do not have control over how businesses set their billing rates - as billing is set up and managed by the charging station's host/business. What we provide are resources and expertise to partner with business customers to help them understand their infrastructure needs, opportunities, and connections to the power grid.

How will rolling black outs/browns outs be addressed prior or during the need to provide more electricity to power the growth of electric vehicles?

Alliant Energy maintains a diverse energy mix of generation resources to continually deliver the energy our customers need – even during extreme temperatures. Guided by our purpose-driven strategy, we continuously plan for the ongoing energy needs of our natural gas and electric customers throughout Iowa and Wisconsin. We design, engineer, and construct our facilities in anticipation of all types of weather conditions, temperatures, and changes in customer usage, including the addition of electric vehicles. Providing safe and reliable service for customers and the communities we serve is Alliant Energy's top priority. We communicate our supply of capacity and projected customer demands to Midcontinent Independent System Operator (MISO). We are part of their system, and they have the responsibility for serving the overall peak load as well as maintaining system reliability.

Do you anticipate the cost of electricity to remain at a higher cost until later at night? (addressing people rushing to charge between 6:00 p.m. and 9:00 p.m.)

We do not anticipate charging at night to change peak pricing. It is Important to us that we are a resource and can partner or collaborate with customers and users to educate them on opportunities to find lower costs and the best rate. ●

CHARGING INTO THE FUTURE

There was a lot to celebrate at the grand opening of the new Sleepy Hollow Ford dealership in Viroqua. It was a celebration of one of the community's key employers, now an anchor tenant in the new Viroqua Business Park off Highway 14 on the city's north side. It also heralded the successful collaboration between Vernon Electric Cooperative and Sleepy Hollow, along with city, county, and state organizations.

Michelle and Spanky Felton at the new Sleepy Hollow Ford dealership on the north side of Viroqua.

"This really is about the partnerships between a lot of people to make great things happen," noted Sleepy Hollow founder and owner LaVon "Spanky" Felton.

Those partnerships resulted in not only the development of the 50-acre business park but also the innovative energy-sustainable design of Sleepy Hollow's newest

"Now, if folks want to drive their EV from Madison to La Crosse, they can come through Viroqua instead of taking the longer route using the interstate, and still feel comfortable having places to charge their EV if they need to." –Craig Buros, VEC CEO & General Manager

structure. Included in that design are rooftop solar panels that can annually offset up to 100% of the energy needs for the dealership and an electric vehicle charging station.

Under a canopy with the words "CHARGE Powered by Co-ops," the charging station is the first of its kind in the state. The 50-kilowatt DC, Level 3 charging units can charge a car in 30-45 minutes at a cost of approximately $10–$20 per charge. Vernon Electric Cooperative is a founding member of CHARGE EV, LLC, a Midwestern charging network made up of 29 electric cooperatives with a goal of advancing electric vehicle charging capability throughout the Midwest with a focus on rural areas. Currently, CHARGE EV has grown to nearly 100 electric cooperatives across the country.

The EV (Electric Vehicle) charging infrastructure at Sleepy Hollow came about after Vernon Electric Cooperative CEO & General Manager Craig Buros connected with Felton and discussions evolved on the future of electric vehicles and infrastructure needed to support it. Combining the expertise of the cooperatives on EV charging and the ingenuity of Felton, this partnership has developed one of the most innovative charging stations you will find anywhere.

I have to give Craig Buros all the credit in the world," said Felton. "He has great vision."

Sleepy Hollow is also visionary when it comes to electric vehicles. The auto dealer sells and services electric vehicles and has 13 electric cars in its rental program. The addition of the charging station goes one step further for Felton, expanding access to electric vehicle charging for his customers and others.

"If it wasn't for electric cooperatives coming together to pool their resources to create and develop CHARGE EV, LLC, and local business partners like Felton, our rural areas would get left behind as the electric vehicle infrastructure and network grows. If we want folks to be able to come through or visit our area in their electric vehicles, we're going to have to have the infrastructure to accommodate them, or they won't come", Buros said.

"Now, if folks want to drive their EV from Madison to La Crosse, they can come through Viroqua instead of taking the longer route using the interstate and feel comfortable knowing that they have places to charge their EV if they need to. I would like to give a big thank you to Sleepy Hollow, Dairyland Power, and our cooperative partnership with Richland Electric and their CEO, Shannon Clark, who made this project a huge success."

After college, Felton built the first Sleepy Hollow used car facility in Viroqua in 1995. The business accelerated, adding a Chevrolet/Buick/GMC dealership in 2007; Dodge in 2009; and purchasing an existing Ford dealership in Viroqua in 2013.

Today Sleepy Hollow employs 130 people at its dealerships in Viroqua and one dealership in Caledonia, Minnesota. "We have been able to bring on talented people and keep that talent," said Felton. "That has allowed us to grow and flourish."

Felton runs the business with his wife, Michelle, who handles the books and payroll. Their son Sawyer, currently studying electrical engineering at Western Technical College, shares his father's drive to innovate. "He is very interested in electric cars and battery technology," said Felton. "He was influential in making me really want to jump into this."

Not afraid to jump into the electric vehicle trend, Felton's Sleepy Hollow crew often advises other dealerships wanting to replicate their efforts. "As a rule, you are better off being proactive than reactive," said Felton. "You can't be afraid to move on the cutting edge…with electric vehicles, we're keeping our foot on the accelerator."

Legislative Commentary

BY CHRIS SNYDER

At the time of writing this column, Wisconsin's primaries have not taken place. The election process pretty much dominates our attention at this time every other year and this coming November Wisconsinites will be voting for all 99 state Assembly seats, 17 state Senate seats, the Governor, all U.S. Representatives and one U.S. Senator and numerous local elected officials. The primaries are on August 9 and the winners will advance to the general elections on November 8.

DOT Submits Rule Changes for Trans 138 to Address Buyer's Licenses

Wisconsin has an issue with wholesalers and Buyer's licenses. The current law allows for unfettered expansion of both entities and the result has been an explosion in title jumping, odometer fraud, curb-stoning and previous owners of vehicles receiving citations for toll and parking violations involving their former vehicle (which official government records indicate is still their vehicle). Currently, prospective buyers can apply for a buyer's license at the auction and are allowed to purchase vehicles upon turning their application in at the auction. The Department of Transportation attempted to fix the problem via legislation in the most recent legislative session. but the state senate did not bring the bill to the floor for a vote.

In the meantime, the department tried to amend their Buyer's licensing procedure by issuing a written notice of policy change to require prospective buyers to wait until the department reviews and issues the license directly to the applicant before they can purchase at the auction. That policy change was met with opposition and five Wisconsin auto auctions sued the department. The auctions won, with the court ruling that the law and rules were not ambiguous, and the current licensing policy has been in place since the inception of the buyer's licensing requirement, therefore any change in policy must go through the official rule change procedure (notice of change, opportunity for public comment, public hearing, department analysis, legislative review, governor signature).

Therefore, the department has entered the Rulemaking process that would require applicants for a buyer's license to wait until the department has reviewed and issued a license before they can purchase vehicles at an auction.

Federal Trade Commission Proposes New Rules for Dealers

The Federal Trade Commission, (FTC) is proposing a new rule that would add additional regulations to the already heavily regulated car-buying process. The Motor Vehicle Dealers Trade Regulation Rule, announced June 23, would place extensive restrictions on the sale, financing and leasing of motor vehicles by going after "junk fees" and "bait and switch" advertising practices.

The proposed rule aims to ban so-called "junk fees" for add-on products and F&I services that "provide no benefit to the consumer" (as determined by bureaucrats in Washington DC). One item specifically identified is nitrogen for tires. The Rule would require written disclosure and consent for optional coverages and products. It would require dealers to make disclosures about optional add-on fees, including their price and the fact that they are NOT required as a condition of purchasing or leasing the vehicle.

It would also tighten rules regarding advertising claims and misrepresentations during the sales and financing process and requires dealers to maintain stringent advertising records. It would prohibit dealers from making several deceptive advertising claims to lure in prospective customers. They will be concentrating on the advertised cost of the vehicle, terms of financing, the cost of add-ons products or services, availability of discounts or rebates, and the actual availability of a vehicle being advertised. They are creating a new term for the rule, "true offering price," which means the full price a consumer would pay, excluding only taxes and government fees. They intend to include any documentary (services) fees.

Opponents have pointed out that, the added regulatory burden on dealers would cost the industry at least $1.4 billion over the next 10 years, driving up prices for consumers and making the car buying process longer and more difficult – even as surveys continually show consumers are demanding faster and simpler transactions. Further, many of the issues addressed in the proposed rule are already covered by regulations currently in effect.

The full text of the proposed rule is available at www.ftc.gov/system/files/ftc_gov/pdf/P204800%20Auto%20Rule%20NPRM.pdf.

The FTC is seeking public comments about the proposal. NADA – your voice in Washington D.C. – is preparing to submit comments and encourages dealers to do so as well.

Comments can be filed online at www.regulations.gov/document/FTC-2022-0046-0001. Comments must be filed by Sept. 12. NADA has made a request that the FTC extend the comment deadline by a minimum of 120 days. At the time of writing this column, the agency had not responded.

Information Safeguard Rule Enhancements Required

The enhanced Federal Trade Commission (FTC) Safeguard Rule take full effect on December 9, 2022. The enhanced Rule brings dealerships in line with banks and other lending institutions regarding customer data collection and safeguard systems and policies. While there still will be no private right of action (individual customers cannot sue for violations) the FTC can assess up to $46,517 per violation; and states (and in some cases), customers may be able to make a claim for security breaches under the Unfair and Deceptive Trade Practices (UDAP) laws.

We realize that many of you have been waiting for WATDA to provide simple steps or a template to fill out to comply with these new rules. However, the law is set up in such a way that each dealership's size, makeup, policy and procedures will dictate what they have to do to comply with the enhanced rules. Therefore, each dealership is going to have to go through the arduous process of not only putting together your policies and procedures in writing, but also maintaining, testing and adjusting it going forward based on your own unique circumstances.

By now you have probably received a number of solicitations from various companies offering to help you through the process. WATDA, has an endorsed relationship with the Ethos Group, for F&I services and compliance. The Ethos group approached WATDA about helping our members comply with the enhanced Rule through their subsidiary, Ethos Group Compliance Solutions (EGCS). EGCS has over 19 years of experience helping dealerships with human resources, consumer protections and safety compliance. There are no tie-in requirements to utilize EGCS for FTC Safeguard compliance and Ethos for F&I services. The EGCS Safeguards compliance program assists dealerships through Safeguard program development, implementation, auditing and ongoing training to ensure that you have every opportunity to comply with the new customer data protections rule. We are confident that the level of service, professionalism and efficiency provided by EGCS will mirror that provided by the Ethos Group.

Provided along with this notice is a flyer from EGCS regarding their Safeguard Rule compliance program and information how to contact them. You can check out a brief video addressing the new Safeguard Rule and enhanced dealership responsibilities at www.watda.org.

If you haven't already made arrangements to amend your Safeguard Rule program, you need to start ASAP. There are several companies that offer services that do everything from coming in and setting the dealership up (EGCS), to simply providing a barebones written template (NADA FTC Safeguards Rule, Driven Guide – franchised dealers who are members of NADA can go to WWW.NADA.ORG to download the guide) that requires someone at the dealership to do all of the work.

THANK YOU

TO OUR 200 DONOR SERVICE CENTER PARTNERS!

It's not about a car. It's not about an organization. It's about youth and families in our local communities who need our support.

Thank you for volunteering your staff, time, and materials to help us transform the lives of at-risk youth who need a second chance at life. Thank you for committing to make a positive impact on youth for generations to come.

We could not do this without your generosity and dedication! Please let us know how we can help you to help transform young lives together.

RAWHIDE YOUTH SERVICES

1-800-RAWHIDE | Rawhide.org

Donor Service Center accepts the car

Rawhide picks up the car

Car is sold at auction

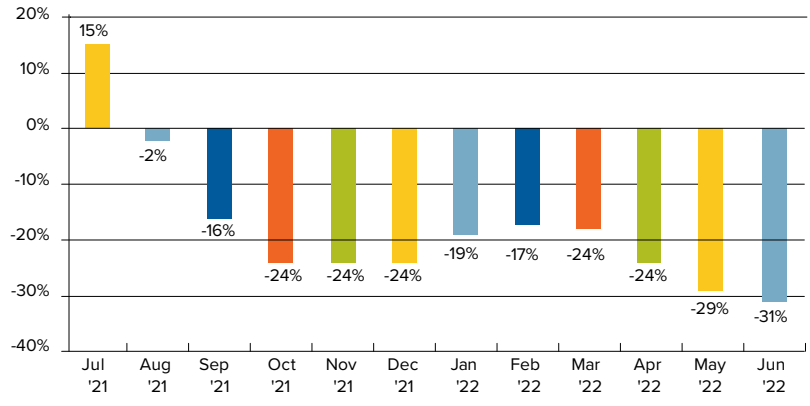
Proceeds help at-risk youth

New Vehicle Sales Trends

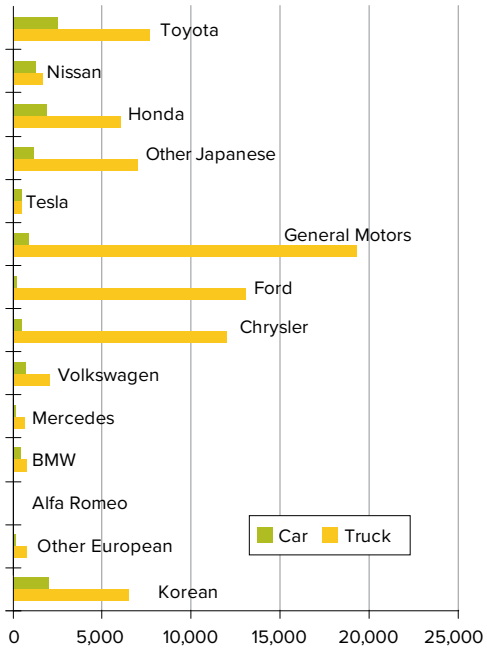
Wisconsin New Vehicle Trends: June 2022

	Previous Two Months			Year to Date			Year to Date Market Share		
	5/21 to -6/21	5/22 to -6/22	% change	'21 YTD	'22 YTD	% change	'21 YTD	'22 YTD	change
Industry Total	41,781	29,553	-29.3%	119,510	89,676	-25.0%	100.0%	99.9%	-0.1%
Car	6,844	4,041	-41.0%	17,667	12,044	-31.8%	14.8%	13.4%	-1.4%
Truck	34,937	25,512	-27.0%	101,843	77,632	-23.8%	85.2%	86.5%	1.3%
Japanese	15,092	8,859	-41.3%	41,273	28,936	-29.9%	34.6%	32.2%	-2.4%
Toyota	4,572	3,260	-28.7%	13,690	10,148	-25.9%	11.5%	11.3%	-0.2%
Honda	5,218	2,433	-53.4%	12,891	7,814	-39.4%	10.8%	8.7%	-2.1%
Nissan	1,585	853	-46.2%	3,927	2,882	-26.6%	3.3%	3.2%	-0.1%
Other	3,717	2,313	-37.8%	10,765	8,092	-24.8%	9.0%	9.0%	0.0%
Domestic	19,581	15,855	-19.0%	60,683	46,738	-23.0%	50.8%	52.0%	1.2%
General Motors	9,117	7,105	-22.1%	27,310	20,108	-26.4%	22.9%	22.4%	-0.5%
Ford	4,833	4,341	-10.2%	16,182	13,220	-18.3%	13.5%	14.7%	1.2%
Chrysler	5,440	4,113	-24.4%	16,591	12,481	-24.8%	13.9%	13.9%	0.0%
Tesla	191	296	55.0%	600	929	54.8%	0.5%	1.0%	0.5%
European	2,799	1,793	-35.9%	7,161	5,550	-22.5%	6.0%	6.1%	0.1%
Volkswagen	1,561	873	-44.1%	3,949	2,717	-31.2%	3.3%	3.0%	-0.3%
BMW	470	350	-25.5%	1,170	1,146	-2.1%	1.0%	1.3%	0.3%
Mercedes	334	308	-7.8%	819	811	-1.0%	0.7%	0.9%	0.2%
Alfa Romeo	14	10	-28.6%	28	26	-7.1%	0.0%	0.0%	0.0%
Other	420	252	-40.0%	1,195	850	-28.9%	1.0%	0.9%	-0.1%
Korean	4,309	3,046	-29.3%	10,393	8,452	-18.7%	8.7%	9.4%	0.7%
Other	4,309	3,046	-29.3%	10,393	8,452	-18.7%	8.7%	9.4%	0.7%

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



YTD Registrations by Vehicle Type.



March Trend Report from Scott Quimby

2023 NADA SHOW

Get ready to make a big splash at NADA Show 2023. Mark your calendars to join us for the Auto Industry Event of the Year, January 26-29, in Dallas.

500+
EXHIBITORS

100+
EDUCATION SESSIONS

600,000
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NADA Report

JOSHUA JOHNSON • jjohnson@donjohnsonmotors.com

Market Conditions Creating "New" Potential Federal Regulatory Duties

Since 1975[1], the FTC has had a Rule, currently called the "Mail, Internet, or Telephone Order Merchandise Rule[2]" ("Rule") that requires sellers who solicit buyers to order merchandise through the mail, via the Internet, or by phone to make disclosures regarding the shipment time for ordered merchandise. Sellers must have a reasonable basis to expect that they can ship ordered merchandise within an advertised time frame or, if no time frame is specified, within 30 days. The Rule also requires that, when a seller cannot ship within the promised time, the seller must obtain the buyer's consent to a delay in shipping or refund payment for the unshipped merchandise.

For a number of reasons, this Rule has not historically been relevant to dealers. However, with the confluence of: (a) the increase in remote delivery of vehicles; (b) the current new vehicle inventory shortage, and (c) the increased acceptance of vehicle orders (and reservations), this Rule may unexpectedly become relevant to dealers.

Basically, the Rule requires:

1. That when you advertise merchandise (like a vehicle or a part) that can be ordered by a buyer over the phone or internet for shipment to that buyer, you must either:
   A. state when the merchandise will be delivered, or
   B. if you make no shipment statement, you must have a reasonable basis for believing that you can ship within 30 days of a completed order.
2. If, after taking a customer's order, you learn you cannot ship within the time stated or 30 days, you must:
   A. seek the consumer's consent to a delayed shipment, or
   B. if no consent is obtained, promptly refund all the money the customer paid.

There are several additional key details in the Rule that dealers should consider, but if you:

1. Take orders by mail, internet, or phone for vehicles, parts or other merchandise that are not available for immediate delivery;
2. Deliver that merchandise to consumers, and;
3. Advertise merchandise that is not certain to be available for delivery within 30 days,

—then you may be required to make certain disclosures in your advertisements (including online ads or website inventory), and you could be subject to further disclosure, consent, refund, and other requirements under the Rule.

Bottom line - this is an old Rule with new potential significance. If you think this could apply to you or your dealership's operations, you should consult with counsel about the potential impact. Dealers can also consult the FTC business guide for this Rule for more details.

Washington is busy these day. Expect more regulatory updates in the coming months. In the meantime, please feel free to reach out if I can be of assistance!

1 The rule was issued in 1975 to cover mail orders and was amended in 1993 to include telephone orders and in 2014 to include all internet orders.

2 https://www.ecfr.gov/current/title-16/chapter-I/subchapter-D/part-435

INDEPENDENT DEALER SPOTLIGHT

BY JILL SUKOW, DIRECTOR OF MEMBERSHIP

Kearns Motor Car Company

Dealership:
Kearns Motor Car Company
777 Wright Road, Johnson Creek

Owner:
Steven M Kearns, with sons Austin and Travis as operators

Number Of Employees: 35

Average Number Of Vehicles On Your Lot: 250

Demographics Of Customers:
Varies as vehicles are sold all over the country, as well as around the world.

History Of The Dealership?
The business started in 1999 in Jefferson and in 2016 was moved to a brand-new build in Johnson Creek which proved to be an ideal location, right off the interstate halfway between Madison and Milwaukee. This is when the dealership really flourished.

How Is Your Dealership Unique?
Found a niche market in high end exotic vehicles, where many times there are only a couple that were ever manufactured.

How Is The Dealership Navigating The Current Industry Challenges?
It's a combination of being blessed with many strong relationships with suppliers as well as consistent and competent employees, who continue to stay dedicated to their roles and the teamwork necessary to be successful.

What Is One Of The Most Unique Vehicles You Have Ever Sold?
"The Wiki". A 1979 Jeep Cherokee Chief fully rebuilt from top to bottom with over $300,000 of enhancements.

Community Giving you are most proud of?
Each year Kearns hosts a Road Rally Fundraiser benefiting a different charity. This typically includes previous customers and their unique vehicles that have been purchased and sold from the dealership.

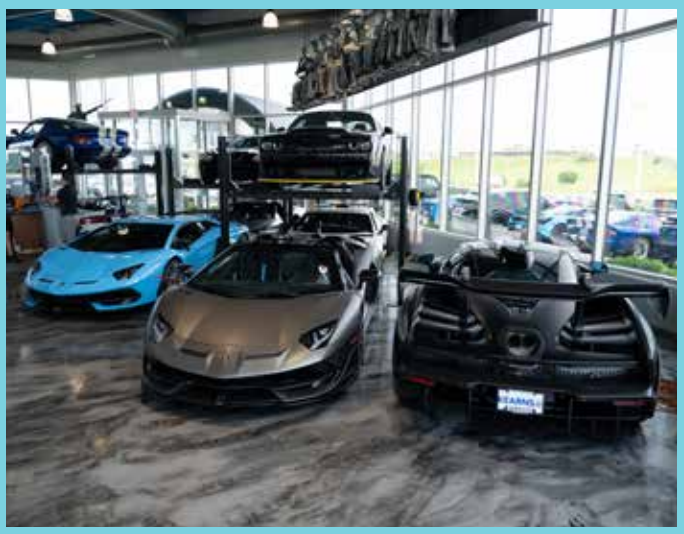
What Has Been One Of Your Companies' Biggest Success?
Kearns has created a unique car buyer experience where they either have or can get any kind of car their customer wants. This includes vehicles for day to day use as well as vehicle valued at over one million dollars, that people may never have the opportunity to see if they hadn't been to the dealership.

Biggest Challenge To Owning/Operating An Independent Dealership?

Dealing with state rules and regulations, along with banks and financial institutions. Particularly when dealing with significantly high loan amounts, due to the exotic vehicles being purchased.

What Is A Fun Fact That Not Many People Know About The Dealership:

The original statue from those that are present throughout the dealership was purchased by Steven from the back of a pickup truck in Vail, Colorado at a gas station. ●



CenterStage

AWARDS, HONORS, MILESTONES

Toyota Grant Match

Mark Toyota presented a Toyota Grant Match to the Opportunity Development Centers in Central Wisconsin. The $1,000 donation from Mark Toyota family was matched dollar-for-dollar by Toyota. Pictured L-R: Brendan Olinyk, General manager; Pam Ross, ODC, Patti & Mark Olinyk, owners. This was the fifth Grant Match from Mark Toyota of 2021. ODC will use these funds to serve the community.

Prestige Automotive Bowl for Kids' Sake Eau Claire

"Bowl for Kids' Sake" is Big Brothers Big Sisters' largest national fundraiser, raising over $20 million annually for children in need across the country.

Prestige Auto puts a themed team together every year in support of the event. This year, the Prestige Team raised $1,166.10, exceeding our goal of $1,000! All proceeds were donated to Big Brothers Big Sisters of Northwestern Wisconsin. We even won the dance off for the second year in a row!

Dahl donates blankets to Gundersen Cancer Patients

Dahl Subaru staff came armed with blankets when they visited Gundersen Health System; the donations to help cancer patients stay cozy amidst the "chemo chill." Some forms of chemotherapy can cause extreme cold sensitivity, which can last for days or even weeks after a session. Most individuals being treated with the drug oxaliplatin will experience cold sensations. "Many patients have reactions," says Dr. Kurt Oettel, cancer, and medical oncology expert at Gundersen. "Patients will just get profoundly chilled." Some patients lose significant amounts of weight — "insulation" — due to their cancer, which can further affect body temperature

At Gundersen's Cancer Center, a warming station is set up with blankets ready to go. Eight patients were presented with a "Subaru Loves to Care" blanket, along with notes of encouragement and caring thoughts handwritten by staff at the La Crosse car dealership. Tony Benson, sales manager at Dahl Subaru, says the dealership has been giving blankets to the Gundersen Cancer Center for many years through the Subaru of America "Love Promise" program and partnership with the Leukemia & Lymphoma Society. "It's very fulfilling," Benson says of personally handing out the blankets, something staff weren't able to do the past two years due to COVID. "It hits close to home. I have friends and family members that have been impacted by cancer. (This helps us) let them know someone is thinking of them outside of their family and friends — that the community does care. It's nice to be able to do that for people."

Amy Voigts, who is undergoing treatment for cancer, is handed a blanket and card from Tony Benson, sales manager at Dahl Subaru. The dealership gave out eight blankets Tuesday to help relieve some of the chill patients experience due to chemotherapy.

Kunes Auto Group looks to 'trade-in hunger'

Employees gather in the showroom at Kunes Chevrolet-Buick-GMC in Lake Geneva to assemble food kits as part of Kunes Auto Group's week-long Trade-In Hunger food packaging drive across its 40-dealership network in Wisconsin, Illinois, Iowa, and Minnesota. The Kunes Family Foundation donated $400,000 to purchase non-perishable foods to stock 27,000 food kits, which will be donated to six regional food banks and their network of locations and food pantries serving the four states. Eighteen pallets of food kits assembled at Kunes' six Walworth County dealerships in Delavan, Elkhorn and Lake Geneva will benefit the Elkhorn-based Walworth County Food & Diaper Bank.

ERIC A. JOHNSON, EJOHNSON@LAKEGENEVANEWS.NET

Wisco: Renewed Dedication

BY JOE MAASS, WISCO PRESIDENT

Adjusting to Growth

There are few things more frustrating than making a purchase to realize you missed an opportunity; buyer's remorse? Investing is often a financial game of chicken balancing cost avoidance with unnecessary or wasteful expenditures. Venturing past the initial investment, the cost of ownership can be a one-way ticket to regret turning "what a deal!" into "why did I?".

To the point, retail operations last well beyond daylight. Our long winters ensure the need for visibility and providing safe operations on the outdoor show room. Unfortunately, non-paying visitors also feel invited to 'shop' your inventory well after-hours. Outdoor lighting systems can be an investment that provides direct return and countless benefits, truly shaping the future of your dealership. The lighting industry is wrought with charlatans peddling promises, marketing subpar hardware and always ready with a free pen to write big checks. Wisco's partner Trydon, has the quality, integrity, and know-how to truly eliminate the risk. Skyrocketing energy costs have proportionately lowered payback and Trydon will gladly provide an evaluation. Their capability can expand the LED's efficiency by utilizing smart controls that **will** add utility savings, proactively protect your property and help fund your project. As a Focus-On-Energy ally, Trydon has a window of opportunity compounding lighting incentives so please don't wait.

Moving in doors, Wisco's been continuing to hone programs that improve service, add products, and grow value. Hunter

Engineering's financing incentive through Great America is offering an exceptional opportunity to bring the industries best equipment into your service center. Labor savings, safety enhancements and intelligent equipment will return happier employees, greater customer satisfaction and a healthier bottom line.

The summer of 2022 has offered some incredible weather that is a reprieve from the inevitable slide into the freezer. Black Gold Environmental has Energy Logic line aptly named for the most commonsensical solution to converting a waste stream into a valuable asset. Couple the heat release with some giant low-speed fans pushing and blending indoor air and you have game-changing payback machine your technician's will love.

As an apology for bringing up the cold season there's a bright reward on the other side. The Wisco 50th Anniversary Trade Show is scheduled for March of 2023. We're hard at work: A new city, new venue, more vendors, and unprecedented factory-direct sales. The day will culminate with prize drawings, a meal and live music by one of the state's legendary bands. If you've attended in the past you won't want to miss this year's show. If this is your first Wisco Show, rest assured, it will be memorable.

Keep in touch through www.wisco.com as we're working on providing up-to-date communication on **true** savings. From the smallest consumable to the largest shop equipment, Wisco Partners are working to provide the best service, top quality and best price on everything a car, truck or RV dealer needs.

Gratefully,
Joe Maass, President
Wisco Cooperative Association

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

From Around the State

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

Bergstrom adding new buildings in Neenah, Grand Chute

Bergstrom has broken ground on several projects this year. The most notable is the construction of a new Lincoln luxury dealership at the existing Bergstrom campus in Neenah off Interstate 41. The 6,000 square foot dealership will feature a glass showroom and electric vehicle displays is set to open September 15.

There is also activity at the Bergstrom campus in Grand Chute on Victory Lane. Construction began in March on new facilities for Bergstrom's Hyundai, Mazda, and Porsche dealerships. Those projects should be complete in August. Bergstrom also recently completed a large addition to its BMW and Mercedes-Benz service center. According to Tim Bergstrom, the upgrades were based on guest retention. "These guest spaces for these brands have grown and we need to invest in them."

Broadway Automotive Youth Apprentice

Broadway Automotive has been part of the Youth Apprenticeship program for more than 25 years. "This program is a phenomenal way for us to grow our future employees," said Paula Kuse, Human Resources Director at Broadway. "The students are dependable, engaged, hardworking, and have an invested interest in the automotive industry."

Waylon Fry is a recent East High School graduate who works as a Quick Lane technician at Broadway. While in high school, he was enrolled in the City Stadium Automotive ® program at East High. Waylon plans to attend Northeast Wisconsin Technical College (NWTC) this fall while working at Broadway and hopes to eventually earn his Technical Diploma as a Diesel Maintenance Technician. "I like pretty much everything about working at Broadway," said Waylon. "The whole community here, the people - they are always willing to answer questions and help when needed."

Paula would encourage other employers to join the Youth Apprenticeship program. "This is an amazing way to invest in students and in our industry," said Paula. "At Broadway, we are proud to offer our employees a tuition reimbursement program, a toolbox/tools to assist in their education, and a mentorship program after graduation."

Waylon Fry (left) of East High School and Tyler Larsen (right) of Southwest High School

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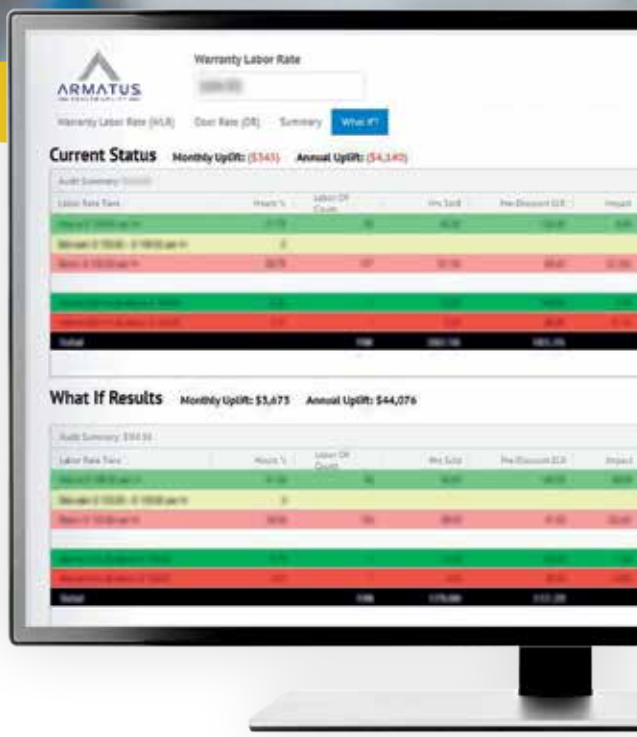

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Wisconsin wins the Automotive Gold Medal at the 2022 SkillsUSA National Championships

BY BRENT KINDRED – VICE PRESIDENT, WATDA FOUNDATION

In April at the Alliant Energy Center in Madison, Grafton High School's Owen Pryga won the SkillsUSA Wisconsin automotive competition which qualified him for nationals in Atlanta, Georgia in June. The Wisconsin Automobile and Truck Dealers (WATDA) Foundation has proudly coordinated this automotive student competition for over 20 years, engaging our dealership network, helping prepare the next generation technician, and sending the state gold medal winner to nationals.

The annual SkillsUSA National Championship had gold medal winning automotive competitors from across the United States working on a wide variety of tasks that tested proficiency on Automotive Service Excellence (ASE) tasks across multiple manufacturers' products. Owen proved his skills in the areas of Safety, Brakes, Electrical & Electronics, Suspension, Steering, Alignment, Major Engine Repair, Engine Performance and Transmissions. By following the national automotive training standards in his automotive program at Grafton High School, Owen was well prepared for the national event.

The WATDA Foundation is proud of Owen and all that he has accomplished. He demonstrated expertise and professionalism while

proving his technical proficiency. Our Foundation's vision is to help produce the most highly skilled transportation technicians for Wisconsin.

Congratulations to all transportation students who competed at nationals. Below are all of Wisconsin's transportation student placements from the SkillsUSA National Championships:

Automotive Technology

1st Place/Gold Medal:
Owen Pryga –
Grafton High School

8th Place: Benjamin Black –
Fox Valley Technical College

Collision Repair Technology

8th Place: Luke Murphy –
Freedom High School

7th Place: Bryce Dunstan –
Northeast WI Technical College

Diesel Equipment Technology

15th Place: Jake Anderson –
Holmen High School

5th Place: Timothy Beckman –
Madison Area Technical College

Motorcycle Technology

2nd Place/Silver Medal:
Dominic Blatterman –
Spooner High School

4th Place: Isaac Jasmin –
Fox Valley Technical College

Power Equipment Technology (small engines)

1st Place/Gold Medal:
Brian Siegler –
Jefferson High School

Automotive Refinishing Technology

5th Place: Emelie Horsens –
Northeast WI Technical College

Versatility and experience at every turn.

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The road to success is smoother when you've traveled it before. For over 40 years, we have worked side by side with Wisconsin dealerships to navigate their legal landscape. We understand the issues dealerships face and are equipped to handle them with a skilled team and decades of experience. Together, we can chart the best path forward.

PAUL NORMAN
Team Leader

JIM BARTZEN
Franchise Litigation

SARAH HORNER
Franchise Litigation; Consumer Disputes; Regulation & Licensing; Employment Issues

JENNIFER MIRUS
Employment Issues

PAT NEUMAN
Buy/Sell Agreements; Corporate Issues

JOHN STARKWEATHER
Buy/Sell Agreements; Real Estate

JEFF STORCH
Buy/Sell Agreements; Corporate Issues

SARAH ZYLSTRA
Franchise Litigation

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Tribute

Violet May Roloff

Violet May Roloff, age 88, passed away at home in Shawano on March 13. Vi was born June 13, 1933, in Tigerton, to Joseph and Alice (Malueg) Fournier. She loved school and graduated from Marion High School in 1951. She married Earl Roloff July 21, 1951 and moved to Shawano. Vi's first job was at Montgomery Ward. In 1953 she started working at Citizens State Bank. Four-years later, Earl and Vi started a salvage yard, Shawano Auto Parts. In 1961 they signed a franchise agreement with Chrysler Corporation. Vi and Earl worked in the business together for several decades. After Earl passed, Vi worked at Shawano Auto Sales until she turned 87. She loved her work and always wanted to keep her fingers on the checkbook.

Vi loved to travel and enjoyed all her trips. Earl and Vi travelled through the US and many places abroad. One of her most memorable trips was to Scotland for upland game hunting, where she was the only female gun. She also enjoyed many trips to Las Vegas with Earl and other family members. She played the keno machines with her favorite winning numbers.

Vi enjoyed hunting and fishing. Sports were a big part of her life, both participating and being a spectator. Vi loved bowling since she was 14 years old. She was Captain of Shawano Auto Gals for decades. Her highlight was being inducted into the Shawano Clintonville Bowling Hall of Fame in 2018. She always said she was born too early in the century, as her dream was to be a racecar driver. She loved her Prowler and enjoyed driving it …fast. She loved her Brewers, Packers, Bucks, Badgers and the Olympics.

Her other passion was sewing. She loved quilting and sharing that passion with her grandchildren. She was a long-time member of St. James Lutheran Church in Shawano.

Vi is survived by her children, Pamela of the Dominican Republic; Rick Roloff, Paula (James) Lackner and Jeffrey (Jennifer) Roloff, all of Shawano; her grandchildren Neal (Rebecca) Olson of West Cliffe, CO, Amanda Mercedes of the Dominican Republic, Nichol (Matt) Gehrman of Waukesha, Lauren Roloff of Menomonee Falls, Lindsey and Isabel Roloff of Shawano; great-grandchildren Oliver and Maximillian of the Dominican Republic. Further survived by her sisters-in-law, Esther Rosenau (Bob Schmidt) 0f Manawa, Ardell Roloff of Shawano, Nancy Roloff of Waupaca, Emma Dirks of Sheboygan, Della Grafton of Sheboygan, Dolores Fournier of Tigerton, her brother-in-law Eugen (Marie) Roloff of Oshkosh, along with numerous nieces, nephews, other relatives, and friends.

She was preceded by her parents; her husband Earl; her in-laws Elmer and Esther Roloff; son-in-law Bill Schmidt, brothers Leonard, Norman, and Louis Fournier; sisters-in-law Ardis Fournier, June Fournier, Donna Durrant, Durane Lorge, Doris Wiese, Diane Kroening, Dorothy Rasmussen; brothers-in law Edgar and Everett Roloff. ●

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Like many industries, U.S. automotive retail is struggling to find enough qualified candidates for dealerships to be fully staffed, much less meet their 2022 growth goals.

Help wanted.
In a recent 2021 Cox Automotive Dealership Staffing Study, 72% of franchised auto dealers surveyed said that finding and hiring the right employees is currently a challenge. A majority of dealership leaders — approximately 65% — report that they plan to increase the total number of employees in the dealership this year, while ~34% said they plan to maintain their staffing level.[1] In either case, dealers can gain workflow flexibility with electronic title solutions available now.

Get more done with less.
The Dealertrack in-state electronic registration and titling solution works in conjunction with the dealership's DMS and the DMV to help staff submit transactions in less than 4 minutes.[2]

The solution is easy to use, so you can cross-train dealership employees to help ease staffing shortages.

Recruit a back-office resource.
We've seen an increase in dealerships looking to expand their market reach using digital solutions today and this has led to a rise in out-of-state deals requiring cumbersome reg and title processing. Even with experience, back-office staff can find crossborder transactions challenging. As you expand your market reach beyond your state borders, Dealertrack's out-of-state solution provides step-bystep guidance for your back-office so they can complete deals from all 50 states more efficiently.

Schedule a no-obligation demo with Rob Howe, Regional Sales Manager for Wisconsin, to discuss how Dealertrack Registration & Title can help your dealership gain efficiencies at any staffing level, or feel free to call him directly at 260-415-9767.

1 2021 Cox Automotive Dealership Research & Market Intelligence Staffing Study

2 Dealertrack In-state Registration and Title Solution User Data Google Analytics 11.1.19 – 10.31.20

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