



LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER • ISSUE # 3 • 2015

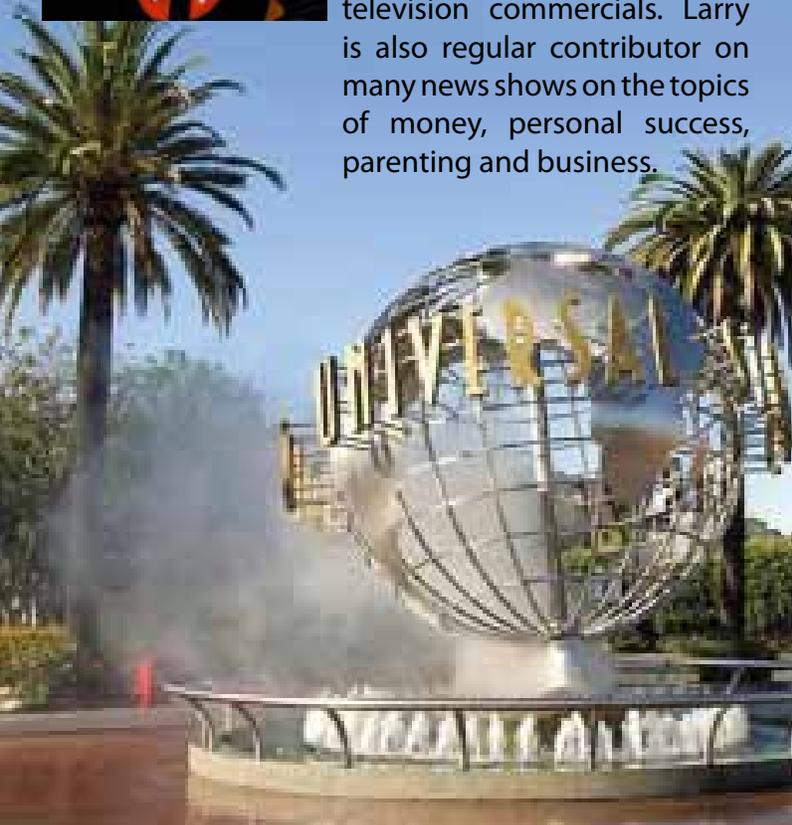
GLANCDA ANNUAL MEMBER LUNCHEON

— Sheraton Universal Hotel —
SAVE THE DATE
June 17, 2015



Keynote Speaker

Larry Winget is a six-times New York Times/Wall Street Journal bestselling author translated into over 20 languages. He is a member of the International Speaker Hall Of Fame. He has starred in his own television series and appeared in national television commercials. Larry is also regular contributor on many news shows on the topics of money, personal success, parenting and business.



Dealer Day

2015

Sacramento

Please consider joining us for Dealer Day in Sacramento, on Thursday **March 25, 2015**. Together New Car Dealers from throughout the state will come together and have meetings with elected officials on the issues that impact the operating interests of all Dealer Members! GLANCDA will cover the cost of two of your representatives (GM/Dealer Principal) from your organization to attend this important event in Sacramento.

If your GLANCDA membership is not currently up to date, please take this time to renew, and be a vital part of our industry efforts. Additionally, the exclusive way to take advantage of a complimentary 2015 Los Angeles Auto Show Ticket package is by being a current GLANCDA Member. We need your support!

The schedule of evens is located on page 4 in this newsletter. Please contact me with any additional questions!

Regards,

Bob Smith
Executive Director
Greater Los Angeles New Car Dealers Association
818.468.9021

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Bob Smith
Executive Director

End of First Quarter Nears

As we reach the conclusion of the first quarter of 2015, the retail automotive business is thriving here in Los Angeles County. Our member dealers are experiencing revenue increases in sales, service and parts. An economy that is fueled by favorable employment trends, strength in the capital markets, and pent up consumer demand continues to serve our member dealers well!

Please consider attending Dealer Day in Sacramento on March 25, 2015! A delegation of GLANCDAs will travel to our state capital for meetings with elected officials to discuss recently introduced legislation that potentially impacts the operating interests of all our dealer members. The state association is sponsoring a bill this year that would be a comprehensive solution at the state level that addresses the challenges that vehicle safety recalls present to the consumer, dealers, and the manufacturers. In addition, a bill that would help clarify the issue that dealers face with their manufacturers on vehicle exporting will be a high priority issue in this legislative session. If you are unable to join us in Sacramento, we hope you can attend a seminar later in spring that is a recap and update of these and other issues.

On April 30th, at the Universal Hilton in Universal City we will be hosting a seminar led by Paul Gilrie with the Gilrie Institute. This dealer principal and dealership general manager event is an opportunity to gain expertise and negotiating tips for managing your DMS and CRM systems in your dealerships. Paul is a nationally recognized expert in this area, and we look forward to a great event. Our annual dealer member luncheon is set for June 17, 2015 at the Universal Sheraton Starview Room. Larry Winget will be the keynote speaker for the event, and it should be an entertaining event for all. Please mark your calendars, and join us in support of the association while networking with others who share the desire to continue to improve our industry! Keep your eye open for registration information coming your way soon!

Regards,

A handwritten signature in black ink, appearing to read "Bob Smith". The signature is stylized and cursive.

Almost Half of Chicago Auto Show Attendees Intend to Purchase a Car Within One Year, Says Edmunds.com

Nearly 44 percent of adults attending this year's Chicago Auto Show (CAS) are planning to buy a car or truck within the next year, while almost 70 percent say that they will buy within two years, according to a survey conducted by Edmunds.com, the premier destination for car shopping. The survey, which polled nearly 1,000 CAS attendees over the weekend, demonstrates the strong potential influence that car shows can have over car buying decisions.

"Auto shows certainly draw their share of car enthusiasts, but smart shoppers will find that these shows can really help them narrow down the vehicles that they're considering," says Edmunds.com Consumer Advice Editor Carroll Lachnit. "If you're in the market for a new car, auto shows offer an unparalleled way to get a hands-on feel for all of the cars on your list in a very short period."

Other interesting findings from Edmunds.com's CAS survey include the following:

- 83 percent of respondents said that their households use two or more cars in a given day, and 39 percent said they use three or more cars.
- The Chicago Auto Show is a popular destination for repeat visitors. 69 percent of those polled said that they have attended the show previously, and nearly 50 percent of those return visitors said that they've previously attended the Chicago Auto Show five or more times.
- An impressive proportion of Chicago Auto Show attendees are considered automotive aficionados within their circle of friends and family. 69 percent of respondents said that family and friends ask them "a lot" or "sometimes" for advice on what type of car or truck to buy.

Edmunds.com offers car shoppers more details about how they can make the most of the auto show experience at <http://www.edmunds.com/car-buying/a-car-shoppers-guide-to-auto-shows.html>.

About Edmunds.com, Inc. Car-shopping website Edmunds.com serves nearly 18 million visitors each month. With Edmunds.com Price Promise®, shoppers can get an instant, upfront price for cars and trucks currently for sale at 10,000 dealer franchises across the U.S. Car shoppers can browse not only inventory listings at Edmunds.com





Dealer Day

2015

Sacramento

SCHEDULE OF EVENTS

March 25th

9:00 a.m.	Registration	Hyatt Regency Hotel 1209 L Street, Sacramento
10:30 - 11:15 a.m.	Face the Dealers <i>Political roundtable</i>	Hyatt Regency, Carmel Room
11:30 – 2:00 p.m.	Lunch/Annual Meeting Issues Briefing/Comedian Tom Cotter	Hyatt Regency, Ballroom
2:30 – 5:00 p.m.	Legislative Appointments	Capitol
5:00 – 8:00 p.m.	Legislative Reception & Dinner	Cafeteria 15L Restaurant

CNCDA's room block has been reserved at the Hyatt Regency Sacramento.

Go to www.cncda.org to register

Thursday, April 30, 2015



Presented by Paul Gillrie, Gillrie Institute

***Are you getting the most out of your DMS provider?
What you don't know will cost you!***

Come to the Gillrie Institute Lunch & Learn *to find out.*

- How to understand and utilize typical DMS selection and negotiation processes.
- What to take into account when creating a project plan.
- What are the key attributes when selecting a DMS partner.
- How to evaluate and analyze DMS proposals.
- The latest vendor activities
- 1st tier vs. 2nd tier DMS vendors – pros and cons.
- Integrated approach vs. best bread – what to buy from DMS vendors and what from an independent source.

This seminar is helpful for Dealers, Dealer Principals and General Managers, CFO's, Controllers, COO's, CIO's, IT Directors and IT personnel.

Date: Thursday, April 30, 2015

Time: 10:00am-1:00pm with Q&A

Location: Hilton Los Angeles, Universal City

Cost: \$99 per person/\$50 per add

REGISTRATION - Registration confirmation will be sent to the email address provided. _____

Enclosed is \$_____ for the following people to attend:

Name: _____

Name: _____

Email: _____

Email: _____

Name: _____

Name: _____

Email: _____

Email: _____

Dealership: _____

Phone: _____

Address: _____

PLEASE MAKE CHECKS PAYABLE TO GLANCD A OR PAY BY CREDIT CARD:

Cardholder's Name _____

Account Number _____ Security Code: _____ Expiration Date: ____/____/____

PLEASE RETURN THE REGISTRATION WITH PAYMENT TO: GLANCD A 714 W Olympic Blvd, #601 Los Angeles, CA,90015



Greater LOS ANGELES NEW CAR DEALERS ASSOCIATION

JOIN OR RENEW YOUR GLANCD A MEMBERSHIP NOW

By renewing or joining for 2015 your membership will run until December 31, 2015 and includes an Exclusive Los Angeles Auto Show Ticket Package for the 2015 Auto Shows available only to Dealer Members. **Each year Dealer Members in good standing will receive 125 complimentary general admission tickets and 500 \$2.00 off coupons per dealership. (Value of over \$2,000 Annually)**

This is a great opportunity to support our industry, and take advantage of the efforts the Association is making on behalf of the New Car Dealers in Los Angeles County. Please see the back of this document for the listing of GLANCD A membership benefits.

GLANCD A membership runs until December 31, 2015.

Yes, we would like to join for 2014/2015. (New Member)

**Greater Los Angeles New Car Dealers Association
Management Office**

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Sacramento, CA 95833

Contact Us:

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DUES **\$250.00** Single dealership or main location **\$25.00** Per additional dealerships under same ownership.
Total Dealerships _____ Total Due _____ Please fill out information form for each additional dealership.

Dealership/Name _____

Dealer Address: _____

Dealer Phone: _____ Fax: _____

Dealership Principal Name/Email (for communication only): _____

General Manager Name/Email: _____

Office Manager/Controller Name/Email: _____

Address: _____

Dealer Phone: _____ Fax: _____

***Note: All contact information is confidential, and for membership communication only.**

Payment Type Amex Visa MC Check Payable to: Greater Los Angeles New Car Dealers Association _____

Credit Card: _____ Expiration Date: _____ CVV#: _____

Name on Credit Card: _____ Signature: _____

ABOUT GLANCDA

Originally founded in 1907, the Greater Los Angeles New Car Dealers Association provides valuable educational and philanthropic benefits to the Los Angeles Community.

The Association believes that involvement with local charitable organizations makes a positive difference for everyone involved.

Who we are... We are factory-franchised dealers who are committed to serving the communities of Greater Los Angeles County by promoting professionalism within the retail automotive industry. The Association dealer members contribute not only to the economy of Los Angeles County, but also to the well-being and growth of their individual communities.

Who our members are... Our Members are individuals, partnerships, or corporations owning and operating a franchised motor vehicle dealership engaged in the sales of automobiles or trucks and licensed by the State of California and located within the Los Angeles County area.

For more information, please visit the website at www.glanconda.org.



MEMBER BENEFITS



Los Angeles Auto Show Ticket Package only available to each GLANCD A Dealer Member per Dealership. GLANCD A is the exclusive automobile dealer association endorser of the Show, which helps boost local member sales and reinforces Greater Los Angeles as a hub of automotive design and consumer trends. This ticket offer is only good for current GLANCD A members, and New Members in good standing.

Regular communication with legislators and government officials dealing with local, state, and federal issues which protects the dealer franchise system and promotes the business interests of our members.

Auto Outlook New Vehicle Sales Data sent to members via our e-newsletter, quarterly magazine, and hosted on our website, with forecast and analysis of new retail light vehicle market, analysis of forecast determinants, comparison with National market, nameplate sales performance, and coverage of vehicle sales in market segment.

Quarterly publication of LA Dealer magazine sent to members.

Special discounts to attend informative seminars with some of the industry's leading speakers.

Special partnership with T.R.A.P. (Taskforce for Regional Auto Theft Prevention) which helps members reduce dealership theft and fraud.

Special discount rate to VIP area of Sneak Preview Night at the L.A. Auto Show. We are the exclusive automobile dealer association endorser of the Show, which helps boost local member sales and reinforces Greater Los Angeles as a hub of automotive design and consumer trends.

Early Warning System - We monitor the state and federal courts in Los Angeles County to alert members when a lawsuit has been filed against them.

Technology Contest for High School seniors to encourage young people to get involved and pursue careers in the auto industry.

Community Service - we are leaders in contributing to worthy community programs in Los Angeles County which promotes the image of new car dealers with the public.

Regular email newsletter to members.

Email alerts to our members when there is important information for them, or when immediate action is necessary.

Collaboration with the California New Car Dealers State Association regarding seminars and legislative and regulatory matters.

Special discounts to attend the CNCDA Annual Dealer Day in Sacramento to meet with state legislators and educate them on dealer issues.

The GLANCD A website which is at www.glanconda.org.

Annual luncheon and business meeting of members with a prominent keynote speaker.

Opportunity to serve on GLANCD A Board of Directors.

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



Quick Facts

Los Angeles County new vehicle registrations increased 14.5% in February '15 vs. '14.

New registrations in the county increased 11.6% during the first two months of this year.

The three month moving average of new vehicle registrations increased for the 37th consecutive month in February of this year.

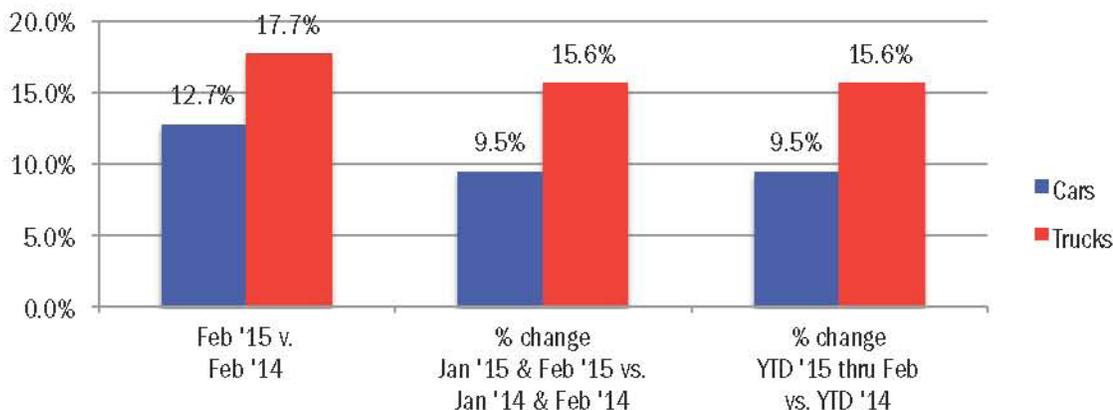
Chrysler, Subaru, GMC, Kia, and BMW new vehicle registrations each increased more than 30%.

Korean brand share increased from 6.9% during the first two months of 2014 to 7.5% this year.

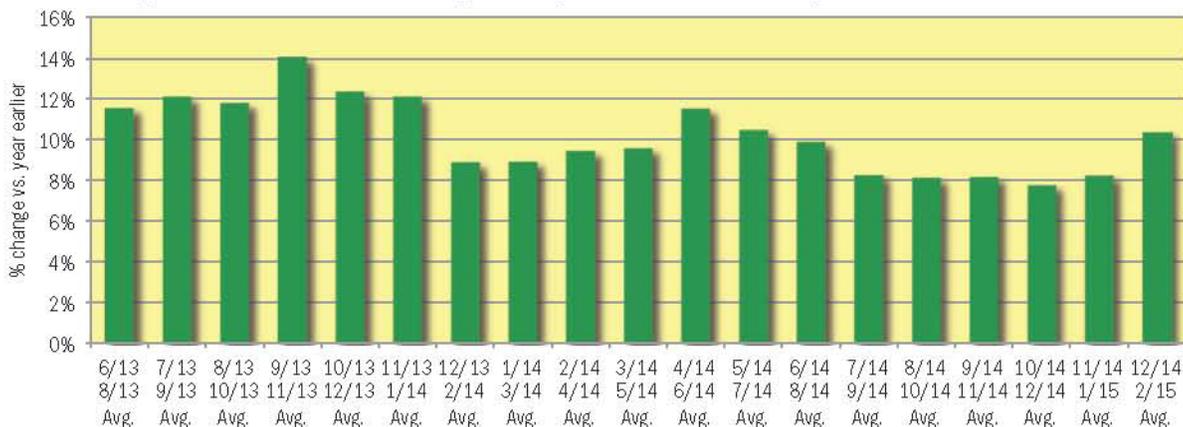
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	February			Jan '15 and Feb '15 combined			YTD thru February		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	Chg.
Industry Total	29,218	33,445	14.5%	67,640	75,482	11.6%	67,640	75,482	11.6%
Cars	19,124	21,562	12.7%	44,445	48,659	9.5%	44,445	48,659	9.5%
Light Trucks	10,094	11,883	17.7%	23,195	26,823	15.6%	23,195	26,823	15.6%
Detroit Three	5,344	6,029	12.8%	12,165	13,683	12.5%	12,165	13,683	12.5%
European	6,392	7,106	11.2%	16,038	17,056	6.3%	16,038	17,056	6.3%
Japanese	15,334	17,714	15.5%	34,755	39,046	12.3%	34,755	39,046	12.3%
Korean	2,148	2,596	20.9%	4,682	5,697	21.7%	4,682	5,697	21.7%

Percent Change in Los Angeles County New Retail Light Vehicle Registrations



% Change in Three Month Moving Average of New Retail Registrations vs. Year Earlier



The graph above provides a clear picture of the trending direction of the LA County market. It shows the year-over-year percent change in the three month moving average of new retail light vehicle registrations. The three month moving average is less erratic than monthly registrations, which can fluctuate due to such factors as the timing of manufacturer incentive programs, weather and title processing delays by governmental agencies.

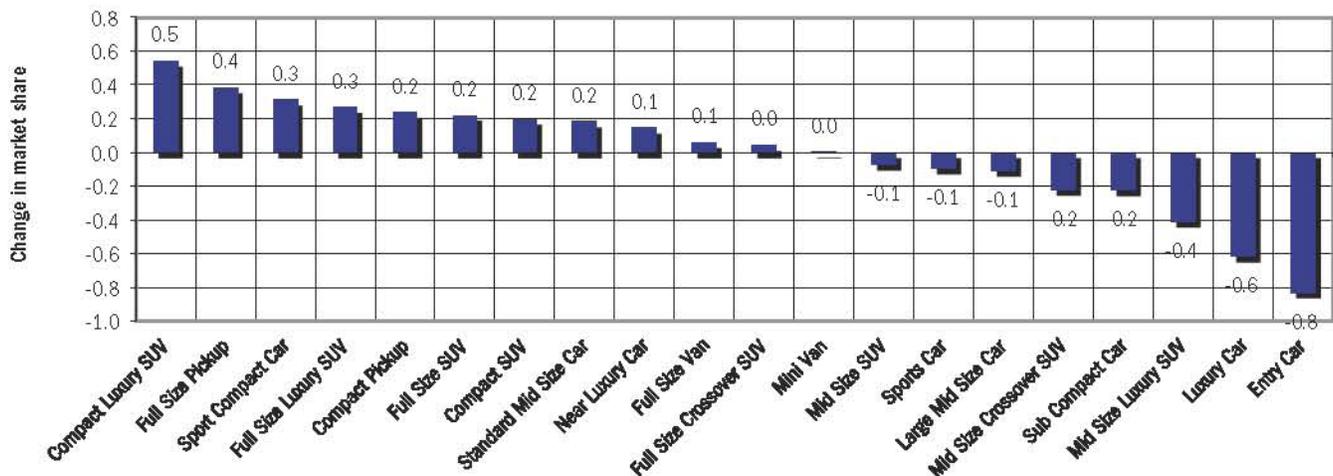
Data Information

All data represents new and used vehicle retail registrations in Los Angeles County and excludes fleet. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. Green shaded areas in tables represent the top ten ranked brands. Data Source: AutoCount data from Experian Automotive.

New Vehicle Market Brand Registrations

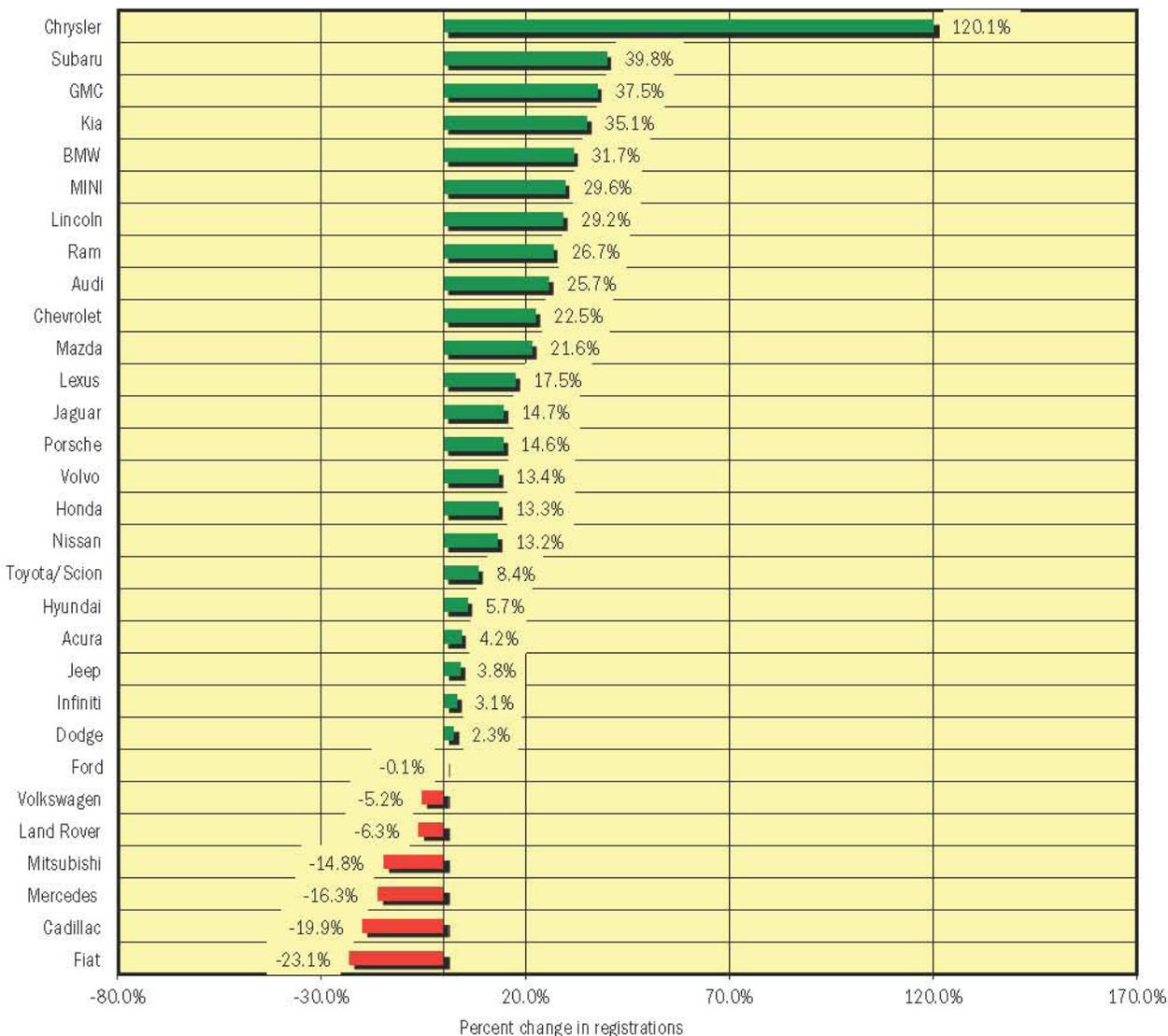
Los Angeles New Retail Car and Light Truck Registrations												
	February			Jan '15 and Feb '15 combined			YTD thru February			YTD Market Share (%)		
	2014	2015	% chg.	Prev.	Curr.	% chg.	2014	2015	% chg.	2014	2015	Chg.
TOTAL	29,218	33,445	14.5%	67,640	75,482	11.6%	67,640	75,482	11.6%			
Acura	387	439	13.4%	1,016	1,059	4.2%	1,016	1,059	4.2%	1.5	1.4	-0.1
Audi	749	793	5.9%	1,738	2,185	25.7%	1,738	2,185	25.7%	2.6	2.9	0.3
BMW	1,441	1,924	33.5%	3,852	5,073	31.7%	3,852	5,073	31.7%	5.7	6.7	1.0
Buick	82	67	-18.3%	202	202	0.0%	202	202	0.0%	0.3	0.3	0.0
Cadillac	250	218	-12.8%	599	480	-19.9%	599	480	-19.9%	0.9	0.6	-0.2
Chevrolet	1,294	1,546	19.5%	2,898	3,549	22.5%	2,898	3,549	22.5%	4.3	4.7	0.4
Chrysler	89	203	128.1%	189	416	120.1%	189	416	120.1%	0.3	0.6	0.3
Dodge	451	503	11.5%	993	1,016	2.3%	993	1,016	2.3%	1.5	1.3	-0.1
Fiat	257	213	-17.1%	527	405	-23.1%	527	405	-23.1%	0.8	0.5	-0.2
Ford	1,895	2,006	5.9%	4,386	4,383	-0.1%	4,386	4,383	-0.1%	6.5	5.8	-0.7
GMC	243	330	35.8%	549	755	37.5%	549	755	37.5%	0.8	1.0	0.2
Honda	3,875	4,658	20.2%	8,924	10,109	13.3%	8,924	10,109	13.3%	13.2	13.4	0.2
Hyundai	956	1,025	7.2%	2,141	2,264	5.7%	2,141	2,264	5.7%	3.2	3.0	-0.2
Infiniti	409	445	8.8%	1,003	1,034	3.1%	1,003	1,034	3.1%	1.5	1.4	-0.1
Jaguar	86	103	19.8%	184	211	14.7%	184	211	14.7%	0.3	0.3	0.0
Jeep	683	680	-0.4%	1,437	1,492	3.8%	1,437	1,492	3.8%	2.1	2.0	-0.1
Kia	1,192	1,571	31.8%	2,541	3,433	35.1%	2,541	3,433	35.1%	3.8	4.5	0.8
Land Rover	272	300	10.3%	637	597	-6.3%	637	597	-6.3%	0.9	0.8	-0.2
Lexus	1,632	1,924	17.9%	4,002	4,704	17.5%	4,002	4,704	17.5%	5.9	6.2	0.3
Lincoln	83	124	49.4%	216	279	29.2%	216	279	29.2%	0.3	0.4	0.1
Mazda	517	664	28.4%	1,102	1,340	21.6%	1,102	1,340	21.6%	1.6	1.8	0.1
Mercedes	1,887	1,914	1.4%	4,990	4,178	-16.3%	4,990	4,178	-16.3%	7.4	5.5	-1.8
MINI	243	296	21.8%	601	779	29.6%	601	779	29.6%	0.9	1.0	0.1
Mitsubishi	138	114	-17.4%	270	230	-14.8%	270	230	-14.8%	0.4	0.3	-0.1
Nissan	1,950	2,349	20.5%	4,477	5,068	13.2%	4,477	5,068	13.2%	6.6	6.7	0.1
Porsche	255	324	27.1%	541	620	14.6%	541	620	14.6%	0.8	0.8	0.0
Ram	210	264	25.7%	457	579	26.7%	457	579	26.7%	0.7	0.8	0.1
smart	44	36	-18.2%	96	81	-15.6%	96	81	-15.6%	0.1	0.1	0.0
Subaru	525	791	50.7%	1,177	1,646	39.8%	1,177	1,646	39.8%	1.7	2.2	0.4
Tesla	64	88	37.5%	239	532	122.6%	239	532		0.4	0.7	0.4
Toyota/Scion	5,901	6,330	7.3%	12,784	13,856	8.4%	12,784	13,856	8.4%	18.9	18.4	-0.5
Volkswagen	979	954	-2.6%	2,390	2,265	-5.2%	2,390	2,265	-5.2%	3.5	3.0	-0.5
Volvo	79	99	25.3%	246	279	13.4%	246	279	13.4%	0.4	0.4	0.0
Other	100	150	50.0%	236	383	62.3%	236	383	62.3%	0.3	0.5	0.2

Change in New Vehicle Segment Market Share - YTD 2015 thru February vs. YTD 2014

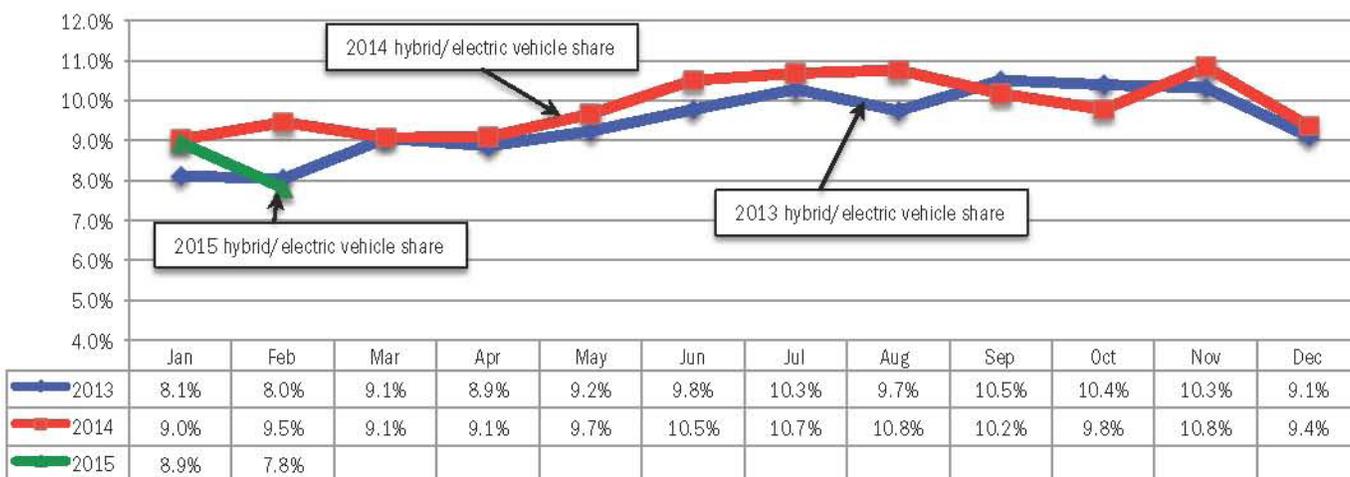


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations
YTD 2015 thru February vs. YTD 2014
(Top 30 selling brands)**



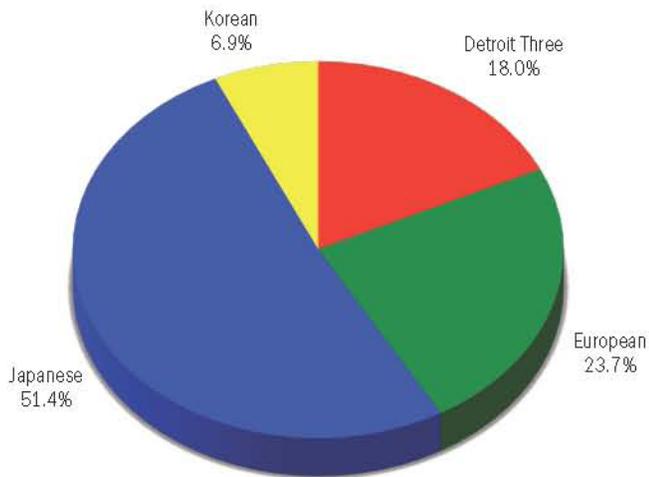
Combined Hybrid and Electric Vehicle Market Share in LA County



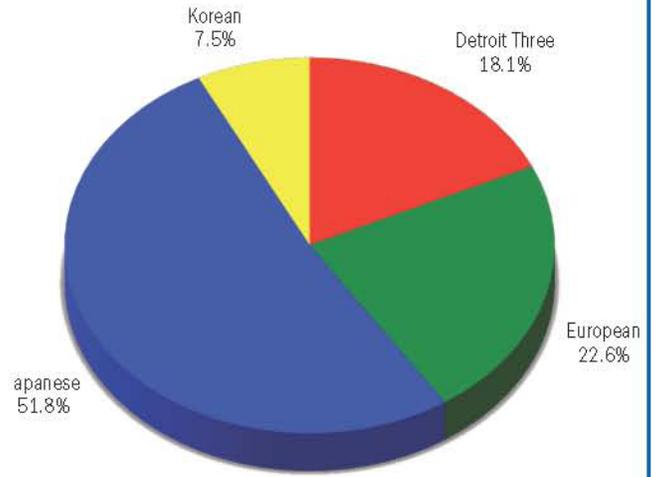
Data Source: AutoCount data from Experian Automotive.

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD 2014 and 2015

YTD 2014 thru February

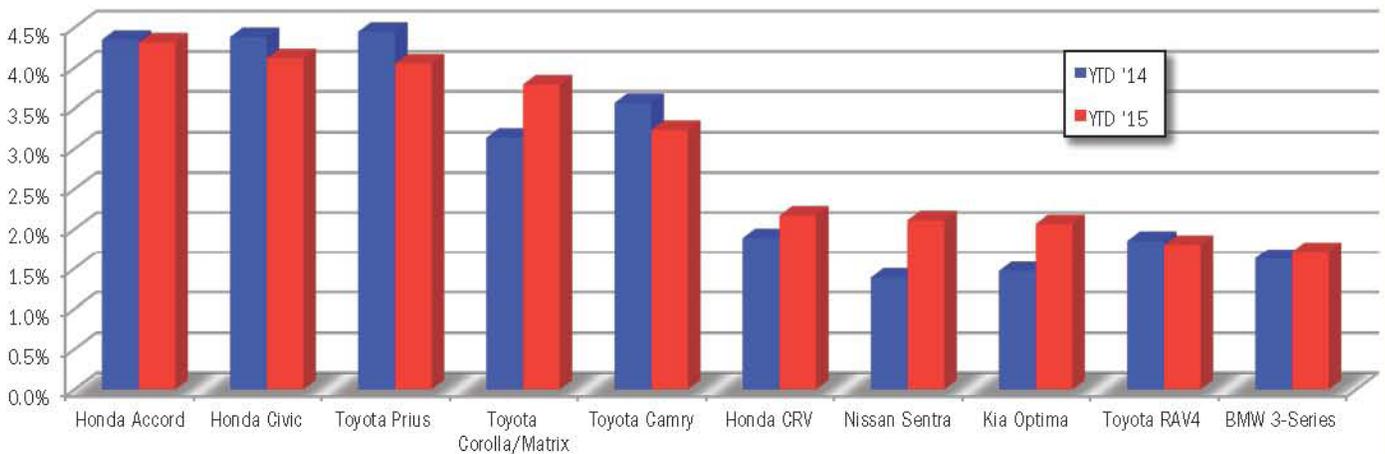


YTD 2015 thru February



Data Source: AutoCount data from Experian Automotive.

Market Share for Top 10 Selling Models in LA County - YTD 2015 thru February



Los Angeles Auto Outlook

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WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?

WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?

ANSWERS DRIVE RESULTS.

You need insights into your marketplace to make the best decisions to maximize profits. The AutoCount® Dealer Report analyzes full details on new and used competitive dealer market share, down to specific areas you define. You bring the questions. We'll bring the answers.



www.experianautomotive.com 888.211.5809

Experian Automotive is the data provider for Los Angeles Auto Outlook.