

Greater

LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER • ISSUE #5 • 2013

DIGITAL Dealer™ WORKSHOPS LOS ANGELES SEPTEMBER 5, 2013



Join us in Universal City on September 5, 2013 for a full day of learning how to use the Internet and technology to sell and service more vehicles more profitably.

In partnership with the Greater Los Angeles New Car Dealers Association (GLANCD A), the Digital Dealer Conference & Exposition will showcase highlights of the industry's premier automotive digital strategy conference in a one day workshop event on **Thursday, September 5, 2013** at the Sheraton Universal City.

Work with industry thought leaders to learn the latest skills and best practices in a number of areas critical to dealership operations including digital marketing, social media, new and pre-owned sales, data and analytics, reputation management and customer loyalty programs.

Dealer Principals, GMs, GSMs, Internet Sales Managers, e-Commerce Directors, CRM Managers, BDC Managers, Fixed Operations Managers, Pre-owned Managers, F&I Managers, Marketing Directors and Social Media Managers will learn how to:

- » Utilize digital marketing best practices so customers find your store first
- » Present your dealership and inventory to increase online sales
- » Develop strategies to maximize your SEM and SEO
- » Use Social Media to engage and retain more customers
- » Improve sales processes to sell more new and pre-owned units

- » Understand what customer data to measure, how often, and what to do with it
- » Manage your online reputation to attract more car shoppers to your lot
- » Establish customer loyalty programs that create evangelists for your business
- » See demonstrations of the latest technology designed just for dealerships
- » Gain market share, reduce costs, boost revenue and profits

Register at:
<http://www.la.digitaldealerworkshops.com/>

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Bob Smith
Executive Director

Greetings from the Greater Los Angeles New Car Dealers Association! As summer is quickly winding down, we hope you and your organizations are doing well! We wanted to share some news from our industry and some opportunities to be involved in some fantastic workshops, seminars, and events.

The Digital Dealer Workshop/Seminar is next Thursday, September 5th, at the Universal City Sheraton and promises to provide valuable information from industry leaders that will benefit your Dealership's sales, service and parts departments. Registration information is provided in this newsletter. Don't miss this opportunity to attend.

The Los Angeles Auto Show and Connected Car Expo gets going on Tuesday, November 19, and promises to be bigger and better than ever! We will be providing timely information on Sneak Preview Night, Press Days and press releases on debuts of new vehicles. Stay tuned for more details!

The 2nd Annual JD Power/NADA Western Conference is set for Tuesday, November 19, at the Biltmore Hotel in Downtown Los Angeles. There is a tremendous lineup of industry leaders slated to speak and registration information will be available soon.

The Association continues working closely with State and Local elected officials on current legislation and issues that have an impact on the operating interests of its Dealer Members here in Los Angeles County. Next month, I will be traveling to Washington D.C. with the association president, Ian Thomas, to meet with key leaders from Congress to cover some federal issues that have an impact on us all.

And finally, the association continues its support of Los Angeles based charitable organizations that operate doing good work in the communities our dealer members do business in. Please continue to support the efforts of our association with your participation and membership renewal in GLANCD!A!

Kind regards,

A handwritten signature in black ink that reads "Bob Smith IV". The signature is stylized and cursive.



GLANCA Supports Homeboy Industries With \$10,000 Gift

Why does this community need a place like Homeboy Industries?

Recidivism among youthful offenders is extremely high: 2/3 will be re-arrested, up to 1/3 re-incarcerated within a few years after release.

“The math on these sorts of initiatives is simple,” says Adam Gelb, a public-safety specialist at the Pew Center on the States: A day in prison costs \$79 on average; a day on probation costs \$3.42. “States can substantially beef up supervision in the community and do it at a fraction of the cost of a prison cell,” he says. (Wall Street Journal March 20, 2010).

According to the California Department of Education, the rate of 9-12th dropping out among black high school students rose to 43.5% and to 36.1% for Hispanic/Latino students in 2009. In East Los Angeles, over 53% of adults never completed high school. In October 2010, Education Week labeled Los Angeles the “dropout epicenter” of the nation. Los Angeles County is home to 34% of California’s poor, with a poverty rate of 16.1%. 75% of youth gang homicides in the state of California occur in Los Angeles County.

Our History and Homeboy as a model

As one of the largest gang intervention, rehabilitation and re-entry programs in the country, Homeboy Industries has helped nurture into existence 46 similar programs in the United States (and several outside). The goal is to create a movement in this country to address the lethal absence hope among inner-city youth. A dream would be to formalize a “National Homeboy Network” to ignite further this model of social enterprise, a therapeutic community, healing, intentional attachment repair and jobs/skills training as an “exit ramp” for those stuck in a cycle of violence and incarceration. Convening and sharing strategies, best-practices and a common vision will be the hope for the future of the National Homeboy Network. Solidifying our services through implementation of lessons learned from the convention, reconvening to share results and advancing the movement are Homeboy’s dreams for the coming years. Part of Homeboy’s wish is to broaden further the impact of our service delivery model by establishing and building partnerships with peer organizations who can become a part of the National Homeboy Network.

GLANCA is a proud supporter of Homeboy Industries. Homeboy Industries continues to help high risk young people in Los Angeles County. To read more about homeboy industries, please go to: <http://www.homeboyindustries.org/>



GLANCDA Donates \$20,000 to Geffen Playhouse

About Geffen Playhouse

Founded by theater, film and television luminary Gil Cates, the Geffen Playhouse has been an integral part of Los Angeles theater since opening its doors in 1995. Noted for its intimacy and celebrated for its commitment to the development of new plays, the Geffen Playhouse continues to present a body of work that garners national recognition. Named in honor of entertainment mogul and philanthropist David Geffen, who made the initial donation to the theater, the organization is currently helmed by Artistic Director Randall Arney, Managing Director Ken Novice and Chairman of the Board Frank Mancuso. An active member of the community, the Geffen Playhouse has a groundbreaking education and outreach program that targets students, seniors and everyone in between who otherwise would not have access to live theater.

The Geffen Playhouse has been awarded more than 40 regional theater awards, including six accolades for best overall productions and a special Los Angeles Drama Critics Circle award for best new play in Los Angeles for Jane Anderson's commission *The Quality of Life*. Other commissioned plays that have gone on to appear across the country include David Rambo's *Icebreaker* and Donald Margulies' *Time Stands Still*,

which received a Broadway run in 2010. Other works created in house include *Joan Rivers: A Work in Progress* by a *Life in Progress* and *Carrie Fisher's Wishful Drinking*, which opened on Broadway in 2009.

Over the past decade, the playhouse has been host to award-winning actors including Debbie Allen, Jason Alexander, David Arquette, Annette Bening, Beau Bridges, Len Cariou, Peter Falk, Brenda Fricker, Laurence Fishburne, Uta Hagen, Ed Harris, Neil Patrick Harris, John Mahoney, Laurie Metcalf, Christine Lahti, Christopher Lloyd, Frank Langella, Chris Noth, David Hyde Pierce, Martin Short, Alicia Silverstone and Holland Taylor.

The Geffen Playhouse strives to produce original, quality works that inspire thought, evoke conversation and engage the community in the live arts.

For more information about the Geffen Playhouse please visit: <http://geffenplayhouse.com/>.

EXPERTS PREDICT WHEN CARS WILL DRIVE AUTONOMOUSLY DURING LA AUTO SHOW/ CONNECTED CAR EXPO PRESS DAYS NOVEMBER 19-21

LA Auto Show's Connected Car Expo to feature exhibits, breaking news and leading experts focused on the convergence of technology and the automobile

LOS ANGELES - (August 22, 2013) - The discussion on self-driving cars has shifted from "if" to "when" in just a few years, as innovation from both inside and outside the auto industry is quickly accelerating personal transportation towards an autonomous-car future. The Los Angeles Auto Show's Connected Car Expo (CCE) - held as part of the LA Auto Show Press Days, Nov. 19-21, 2013 - will bring together the key players in this rapidly evolving space, for a panel called "Technology Takes the Wheel - Our Autonomous Driving Future" during CCE. In addition to conference sessions, the three day industry event will feature exhibits and technology debuts that will also help preview how vehicles are rapidly becoming the ultimate mobile device.

Experts discussing the rapid advancements and implications of self-driving vehicles include Ron Medford, Google's Director of Safety for the Self-Driving Car and the former NHTSA Deputy Administrator; Continental North America's Vice President Jeff Klei and the Executive Director of the Center for Automotive Research at Stanford (CARS), Sven Beiker. The discussion will be moderated by Joseph White, the global auto editor of The Wall Street Journal.

"As tech companies make automotive integration breakthroughs every day, it makes perfect sense for a technology powerhouse like Google to have a voice at the Connected Car Expo," said automotive technology expert and CCE Program Chair, Doug Newcomb. "Automotive and technology companies' interests are converging quickly, and panels like this simply expedite the flow of relevant information between industries and to the media."

The autonomous driving discussion will round out a full day of panels on topics ranging from distracted driving to big data. In addition to panels, top technology companies as well as automakers will feature exhibits and unveil new products. Exhibitors include: Airbiquity, Hertz NeverLost, On-Star, Qualcomm, Sprint, TeleNav, Verizon and others.

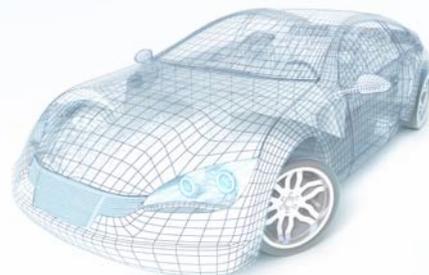
CCE will also feature the Top Tech Showcase, where some of the hottest start-ups and emerging technology innovators such as Clip Interactive, Livio, Parkopedia and Productsy will showcase their top concepts and products.

"CCE provides a tremendous opportunity for technology companies to showcase their innovations at one of the world's most important automotive industry events," said LA Auto Show President, Lisa Kaz. "With the introduction of CCE, we're excited to connect true innovators from these two increasingly linked industries."

For more information, including details on how to participate and an updated list of panelists, please visit connectedcarexpo.com and [facebook.com/connectedcarexpo](https://www.facebook.com/connectedcarexpo).

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Register Today for the 2013 Western Automotive Conference (WAC)

FEATURING A MUST-SEE KEYNOTE PRESENTATION:

José Muñoz, Senior Vice President, Sales and Marketing, Customer Quality and Dealer Network Development, Nissan Americas



About José Muñoz

José Muñoz joined Nissan in 2004 after a career that included more than 10 years of management positions with other various automotive companies in Europe. He began his tenure with Nissan as General Manager, Dealer Development for Nissan Europe. He then became the managing director of Nissan Iberia, S.A. (NIBSA). Prior to being appointed to his current position, Mr. Muñoz represented Mexico, LAC, and Brazil on the Management Committee - Americas. He led the NMEX, NLAC, and NBA Sales and Marketing functions, as well as the Customer Quality and Dealer Network Development organization across the Americas. |

TO REGISTER GO TO:

WWW.JDPOWER.COM/EVENTS/2013-WESTERN-AUTOMOTIVE-CONFERENCE

REGISTRATION NOW OPEN!
About the 2013 WAC...

NADA and J.D. Power are proud to announce the second annual **2013 Western Automotive Conference (WAC)** on **November 19, 2013**, at the **Biltmore Hotel** in **Los Angeles, California** preceding the L.A. Auto Show press preview days. Don't miss the opportunity to attend this industry-leading event, also hosted by the L.A. Auto Show, held in association with GLANCD A and CNCDA, and with a reception co-hosted by The Connected Car Expo.

Hosted by:



In association with:



Reception Co-host:



CAPITALIZE ON EARLY BIRD RATES:
Register Today!



Dealer Rates

\$549 per person (Early Bird Special before October 18, 2013, is **\$495** per person)



OEM Rates

\$695 per person (Early Bird Special before October 18, 2013, is **\$649** per person)



Allied Industry Rates

\$795 per person (Early Bird Special before October 18, 2013, is **\$749** per person)

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#WesternAutoConf

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Capitalize on available
sponsorship opportunities ASAP!

Contact Us



Have questions about the WAC
or other auto events?

J.D. Power
2625 Townsgate Road, Westlake Village, CA 91361
Tel: 805.418.8000

Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



Quick Facts

Los Angeles County new vehicle registrations increased 11.8% in July '13 vs. 2012.

New registrations in the county during the first seven months of this year increased 15% compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 18th consecutive month in July of this year.

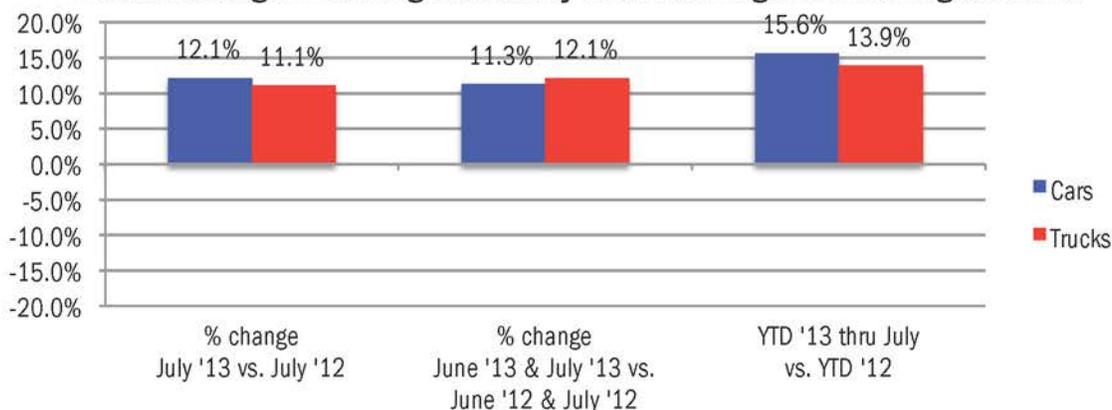
Subaru, Dodge, Ram, BMW, Porsche, and Lexus new vehicle registrations each increased more than 25% during the first seven months of this year

Detroit three market share increased from 17.8% during the first seven months of 2012 to 18.5% this year.

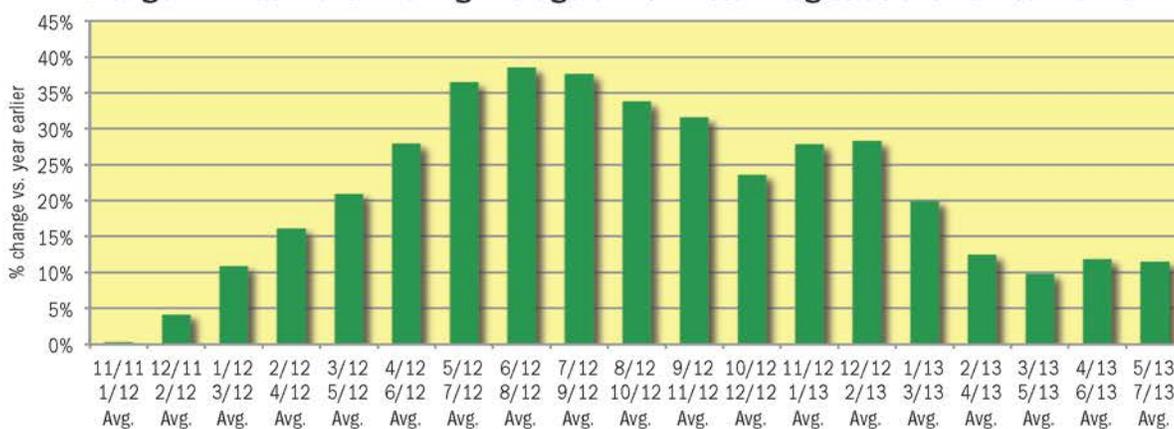
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	July			June '13 and July '13 combined			YTD thru July		
	2012	2013	% chg.	2012	2013	% chg.	2012	2013	Chg.
Industry Total	30,475	34,070	11.8%	69,436	77,466	11.6%	211,465	243,274	15.0%
Cars	20,389	22,866	12.1%	46,528	51,776	11.3%	141,166	163,216	15.6%
Light Trucks	10,086	11,204	11.1%	22,908	25,690	12.1%	70,299	80,058	13.9%
Detroit Three	5,489	6,205	13.0%	12,409	14,743	18.8%	37,626	44,930	19.4%
European	6,812	7,634	12.1%	15,441	16,937	9.7%	48,340	55,668	15.2%
Japanese	15,611	17,470	11.9%	35,796	39,386	10.0%	107,608	122,517	13.9%
Korean	2,563	2,761	7.7%	5,790	6,400	10.5%	17,891	20,159	12.7%

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.

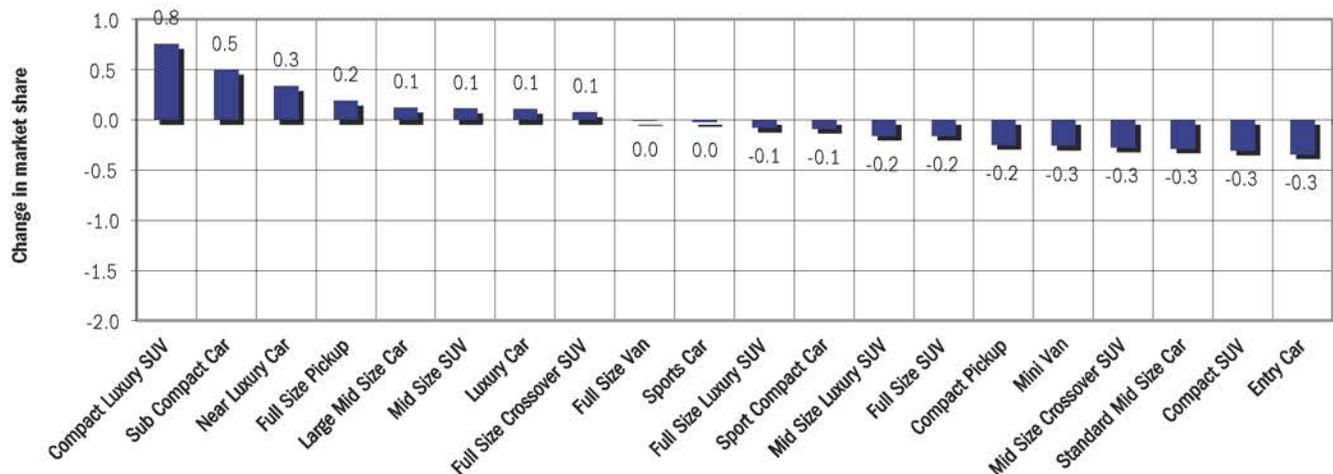
Data Information

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

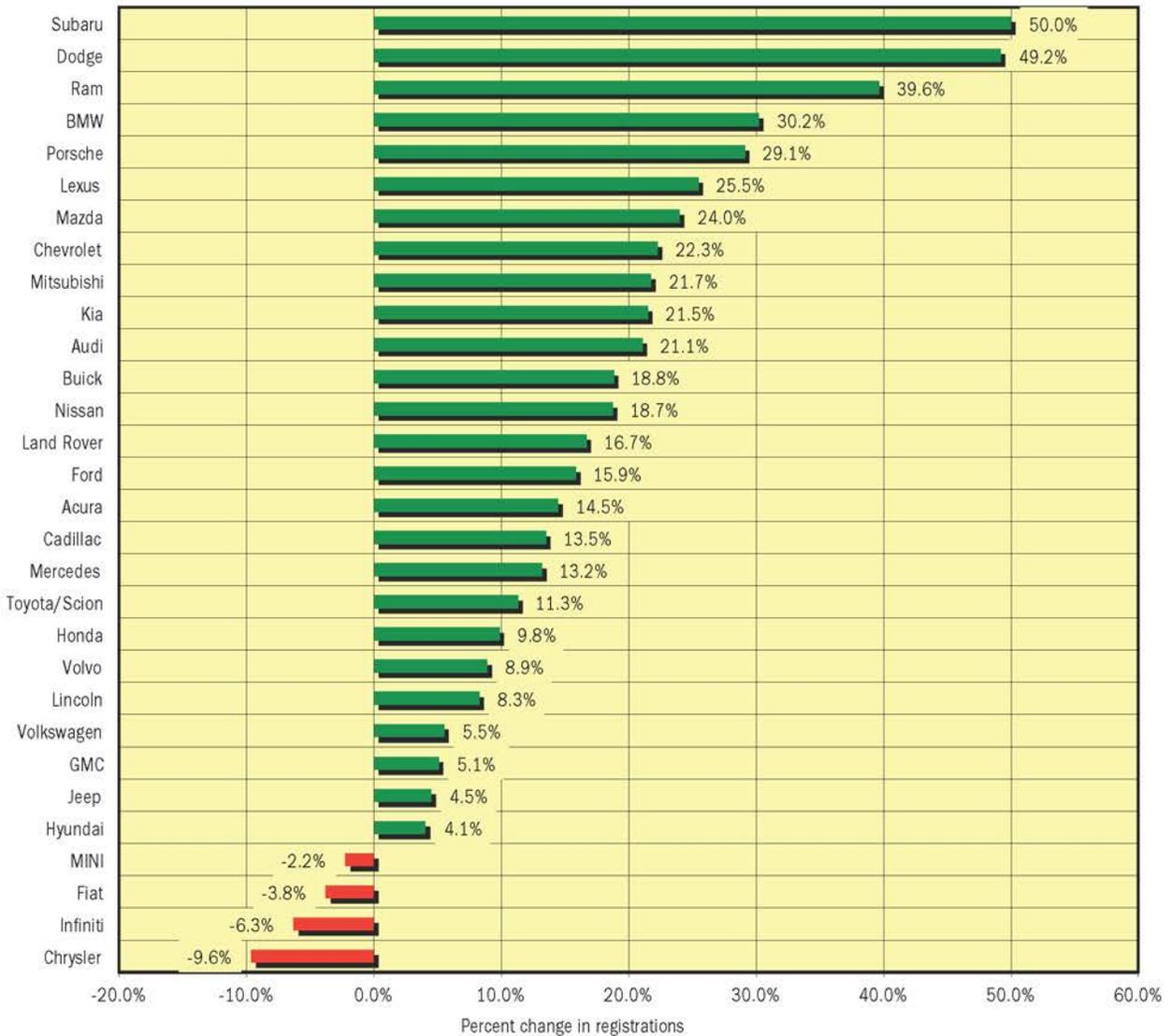
Los Angeles New Retail Car and Light Truck Registrations												
	July			Two Month Period June '13 thru July '13			YTD thru July			YTD Market Share (%)		
	2012	2013	% chg.	Yr. Ago	Current	% chg.	2012	2013	% chg.	2012	2013	Chg.
TOTAL	30,475	34,070	11.8%	69,436	77,466	11.6%	211,465	243,274	15.0%			
Acura	503	434	-13.7%	1,066	934	-12.4%	2,800	3,205	14.5%	1.3	1.3	0.0
Audi	810	894	10.4%	1,754	1,971	12.4%	5,159	6,246	21.1%	2.4	2.6	0.1
BMW	1,410	1,931	37.0%	3,177	4,014	26.3%	10,264	13,364	30.2%	4.9	5.5	0.6
Buick	112	119	6.3%	263	279	6.1%	728	865	18.8%	0.3	0.4	0.0
Cadillac	247	282	14.2%	559	626	12.0%	1,935	2,196	13.5%	0.9	0.9	0.0
Chevrolet	1,524	1,761	15.6%	3,433	3,923	14.3%	9,784	11,962	22.3%	4.6	4.9	0.3
Chrysler	151	126	-16.6%	345	316	-8.4%	1,123	1,015	-9.6%	0.5	0.4	-0.1
Dodge	339	506	49.3%	773	1,265	63.6%	2,556	3,813	49.2%	1.2	1.6	0.4
Fiat	221	218	-1.4%	545	442	-18.9%	1,436	1,382	-3.8%	0.7	0.6	-0.1
Ford	2,122	2,178	2.6%	4,745	5,346	12.7%	14,522	16,824	15.9%	6.9	6.9	0.0
GMC	258	276	7.0%	603	630	4.5%	1,890	1,986	5.1%	0.9	0.8	-0.1
Honda	4,394	4,691	6.8%	10,412	10,653	2.3%	31,376	34,465	9.8%	14.8	14.2	-0.7
Hyundai	1,331	1,249	-6.2%	2,972	2,885	-2.9%	9,051	9,419	4.1%	4.3	3.9	-0.4
Infiniti	610	427	-30.0%	1,219	830	-31.9%	3,028	2,838	-6.3%	1.4	1.2	-0.3
Jaguar	50	75	50.0%	133	147	10.5%	620	546	-11.9%	0.3	0.2	-0.1
Jeep	531	526	-0.9%	1,200	1,265	5.4%	3,597	3,759	4.5%	1.7	1.5	-0.2
Kia	1,232	1,512	22.7%	2,818	3,515	24.7%	8,840	10,740	21.5%	4.2	4.4	0.2
Land Rover	176	175	-0.6%	415	438	5.5%	1,476	1,722	16.7%	0.7	0.7	0.0
Lexus	1,187	1,472	24.0%	2,618	3,121	19.2%	7,847	9,845	25.5%	3.7	4.0	0.3
Lincoln	74	92	24.3%	184	207	12.5%	593	642	8.3%	0.3	0.3	0.0
Mazda	415	597	43.9%	917	1,353	47.5%	2,964	3,675	24.0%	1.4	1.5	0.1
Mercedes	1,938	1,945	0.4%	4,280	4,529	5.8%	14,128	15,992	13.2%	6.7	6.6	-0.1
MINI	413	403	-2.4%	931	869	-6.7%	2,807	2,745	-2.2%	1.3	1.1	-0.2
Mitsubishi	111	103	-7.2%	234	247	5.6%	722	879	21.7%	0.3	0.4	0.0
Nissan	2,013	2,234	11.0%	4,439	5,387	21.4%	14,489	17,204	18.7%	6.9	7.1	0.2
Porsche	233	290	24.5%	545	600	10.1%	1,560	2,014	29.1%	0.7	0.8	0.1
Ram	131	189	44.3%	304	418	37.5%	896	1,251	39.6%	0.4	0.5	0.1
smart	37	28	-24.3%	60	72	20.0%	199	239	20.1%	0.1	0.1	0.0
Subaru	334	577	72.8%	915	1,305	42.6%	2,623	3,934	50.0%	1.2	1.6	0.4
Tesla	0	150		0	468		0	617		0.0	0.3	0.3
Toyota/Scion	6,040	6,935	14.8%	13,971	15,556	11.3%	41,746	46,469	11.3%	19.7	19.1	-0.6
Volkswagen	1,336	1,458	9.1%	3,150	3,358	6.6%	9,179	9,684	5.5%	4.3	4.0	-0.4
Volvo	114	174	52.6%	313	366	16.9%	1,090	1,187	8.9%	0.5	0.5	0.0
Other	78	43	-44.9%	143	131	-8.4%	437	550	25.9%	0.2	0.2	0.0

Change in New Vehicle Segment Market Share - YTD '13 thru July v. YTD '12 thru July

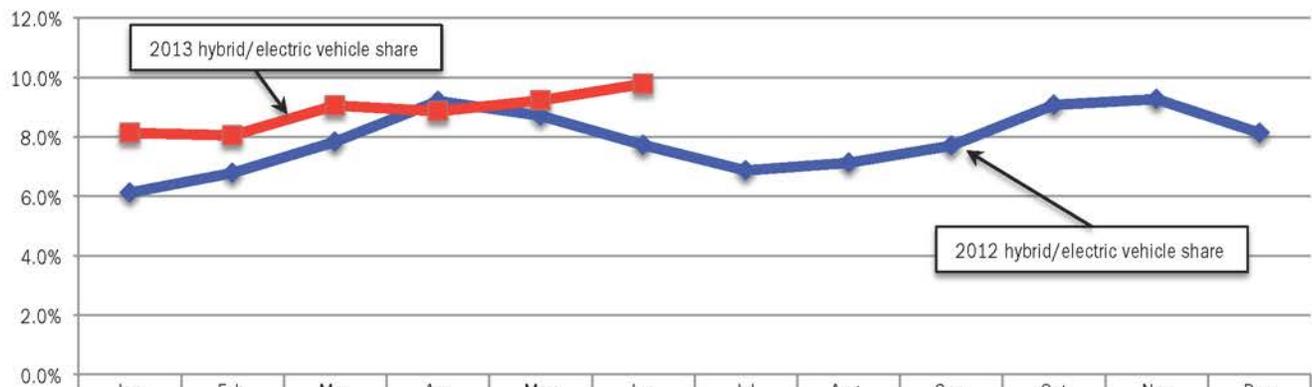


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations
YTD '13 thru July vs. YTD '12 thru July
(Top 30 selling brands)**

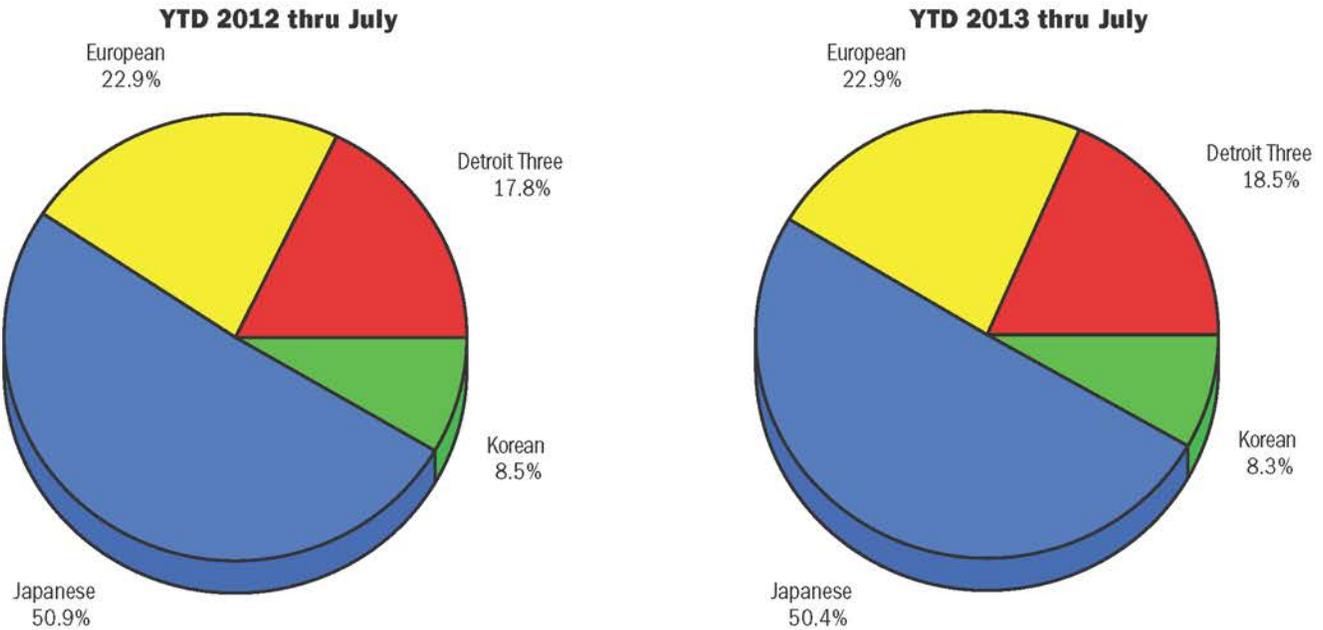


Combined Hybrid and Electric Vehicle Market Share in LA County - 2012 and 2013 (thru July)



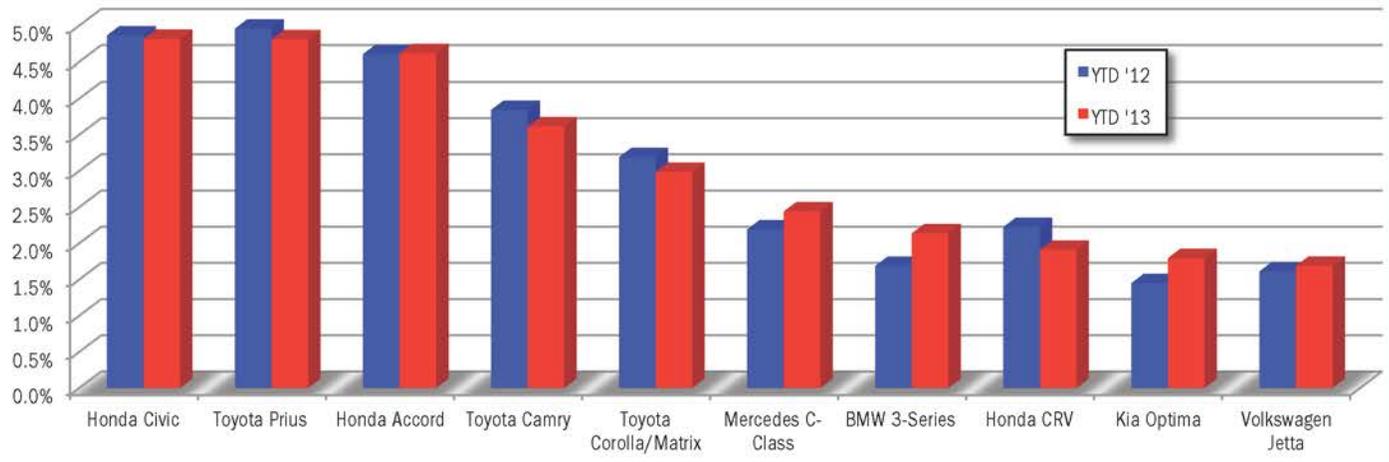
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2012	6.1%	6.8%	7.8%	9.2%	8.7%	7.7%	6.9%	7.1%	7.7%	9.1%	9.3%	8.1%
2013	8.1%	8.0%	9.1%	8.9%	9.2%	9.8%						

Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD '12 and '13 thru July



Data Source: AutoCount data from Experian Automotive. Note: numbers may not add to 100% due to rounding.

Market Share for Top 10 Selling Models in LA County - YTD '12 and '13 thru July



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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.

NADA convention & expo 2014

NEW ORLEANS | JANUARY 24-27



ACCELERATE
YOUR BUSINESS

Why should you attend?

- /// **Learn** from top industry experts
- /// **Network** with your peers
- /// **Meet** with manufacturer executives
- /// **See** and compare the latest technologies and products on the Expo floor
- /// **Find** inspiration from our keynote speakers
- /// **Experience** the history, food and excitement of New Orleans

Who should attend?

- /// Dealer Principal
- /// General Manager
- /// General Sales Manager
- /// Marketing and Communications Manager
- /// Service and Parts Manager
- /// Contoller
- /// Legal Counsel

REGISTER NOW!

nadaconvention.org
Early Bird Rates end
September 13th