



# LOS ANGELES NEW CAR DEALERS ASSOCIATION

## E-NEWSLETTER • ISSUE #4 • 2014

### 2014 Auto Tech Competition



The Greater Los Angeles New Car Dealers Association is proud to announce that the team they sponsored in this year's National Automotive Technology competition finished in 7th place. The group from Van Nuys High School included contestants Sonny Salas and Armando Rodriguez, led by instructor Joe Agruso. The team worked on a Hyundai Velociter and were mentored by service technicians and staff at Keyes Hyundai in Van Nuys. The amount of time spent learning in the dealership exceeded 50 hours!

From 1993 to today, the National Automotive Technology Competition has brought together the nation's best high school automotive technicians to test their skills, measure their knowledge, and challenge their ability to diagnose and repair vehicles. The National Automotive Technology Competition is designed to be robust and relevant to the real world, reflecting the knowledge and skills that our young people need for success in today's technologically advanced automotive industry.

(continued on page 2)

### GLANCDA ANNUAL MEMBER LUNCHEON

— Sheraton Universal Hotel —  
June 17, 2014  
11:30 am - 2:00 pm

#### Inspirational Speaker!

- Decorated War Hero
- Renowned Best Selling Author and Motivational Speaker

**SAVE THE DATE!**

**THIS IS AN EVENT YOU WON'T WANT TO MISS!**



**Sheraton Universal Hotel**  
333 Universal Hollywood Drive  
Universal City, CA 91608

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# 2014 Auto Tech Competition

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The National Automotive Technology Competition was originally conceived by the Greater New York Automobile Dealers Association to help address the shortage of qualified automotive technicians and push the curriculum of vocational education to a more rigorous standard, ensuring automotive students master the skills they need to succeed as lifelong learners, workers, and citizens.

This event and the changes to the industry that it has helped foster could not be achieved without the support of an industry-wide collaboration that brings together nearly every major automobile manufacturer, retail automobile dealers, dealer associations, educational institutions, and numerous government agencies. These truly great organizations have literally changed thousands of young lives.

## Pictures from 2014 Auto Tech Competition



## GLANCD Board of Directors

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## San Gabriel Valley Automobile Dealers Give Back in the Communities They Do Business In

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**S**an Gabriel Valley, CA April 23, 2014-The Greater Los Angeles New Car Dealers Association (GLANCD A) and its directors who own and operate dealerships in the San Gabriel Valley have recently given financial support to numerous San Gabriel Valley nonprofit organizations. These organizations include the City of Hope(Walk for Hope), The Friend of Rowland Schools Foundation, Foothill Unity Center, San Gabriel Valley YMCA, Pasadena Rotary Foundation , and San Gabriel Valley Boy Scouts.



GLANCD A is an association of over 150 New Car Dealers in the Los Angeles area that is committed to maintaining the highest standards in the Retail Automotive Industry. The current board of directors include current GLANCD A President Ian Thomas (Thomas Acura in Covina), Peter Hoffman (Sierra Auto Cars (In Monrovia and Alhambra), John Symes (Symes Automotive Group in Pasadena), Pete Smith (Bob Smith Toyota in La Crescenta), Tom Hoffman (Puente Hills Chevrolet in Industry Hills), and Fritz Hitchcock (Hitchcock Automotive Resources in La Puente).

GLANCD A relies on the assistance of its directors in identifying nonprofit organizations that are truly making a difference in the lives of those who live and work in their local communities. GLANCD A's directors serve two year terms and meet six times a year and hold numerous events including training and dealer education. This year's annual meeting is on June 17, 2014 at the Universal Sheraton in Universal City.

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**GLANCD A** will be sending a ballot to its Dealer Members on May 5, 2014 that will need to be returned by the close of business on Monday, June 2, 2014. Incumbent directors that will be running for a new term that starts July 1, 2014 and runs until December 31, 2015 include Bert Boeckmann, John Symes, Tim Smith and Tom Hoffman.

Any Dealer Principal in the GLANCD A region of the Los Angeles County area that is interested in being considered for a term as a Director should contact Bob Smith (GLANCD A Executive Director) for details and any questions.



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**NADA** Foundation Mobilizes Emergency Relief to Help Victims of Recent Tornadoes. Dealership employees in Alabama, Arkansas, Iowa, Mississippi, Oklahoma and Tennessee who have been affected by the recent tornadoes are eligible to receive financial assistance from the Emergency Relief Fund of the National Automobile Dealers Charitable Foundation. For questions or assistance with the application process, call 703-821-7233 or email [foundation@nada.org](mailto:foundation@nada.org).





## Lemon Suit Tests Tesla's Restrictive Sales Deals

*Reprinted from USA Today*

**A** lemon-law suit by an unhappy Tesla Model S owner who wants his money back could be the first test of Tesla's restrictive customer sales agreements. The Wisconsin lawyer handling the state lawsuit against Tesla, a specialist in automobile lemon-law cases, says he believes state law there will overcome what he calls one of the most unusual sales agreements that he's ever seen -- one he believes is aimed at keeping owners from being able to sue over bad cars in the first place. Milwaukee attorney Vince Megna also says that Tesla's policy of selling cars directly to consumers -- rather than having franchised dealers -- is another reason

have to follow state rules," says Megna. "It really puts a person in [a] tough, tough situation."

Megna represents physician Robert Montgomery, who says the \$94,770 Tesla Model S that he had delivered in March 2013 ... was out of service 66 days [during the first five months], according to Megna, and [Montgomery] wants a refund. Megna says that Montgomery's three demands for a buy-back under the Wisconsin lemon law went unanswered. Montgomery has had a laundry list of troubles -- not turning on, not going into "drive," door handles that don't work, a faulty battery coolant system and more.

Because the car was out of service for 30 days or more, according to the suit and Megna, it falls squarely under Wisconsin's lemon law -- state laws that generally provide recourse for car buyers if a car is faulty and the maker can't make good on it. But the case is complicated by Tesla's sales agreement that buyers sign, which Megna [says] is designed to thwart lemon-law suits. Megna argues, however, in the suit that Wisconsin's lemon laws supersede Tesla's sales contract and that it should be allowed to go forward there.



# Los Angeles Auto Outlook™

Comprehensive information on the LA County new vehicle market

Sponsored by:



## Quick Facts

Los Angeles County new vehicle registrations increased 7.7% in February '14 vs. '13.

New registrations in the county increased 9.2% during the first two months of this year, compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 25th consecutive month in February of this year.

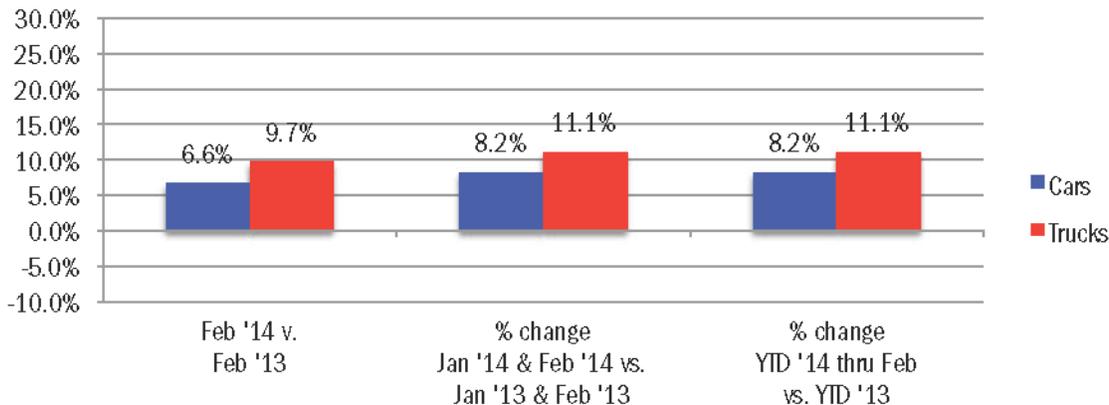
Jeep, Lexus, Lincoln, FIAT, Ram, and Mazda new vehicle registrations each increased more than 40% so far this year.

Japanese brand share increased from 48.1% during the first two months of 2013 to 51.4% this year.

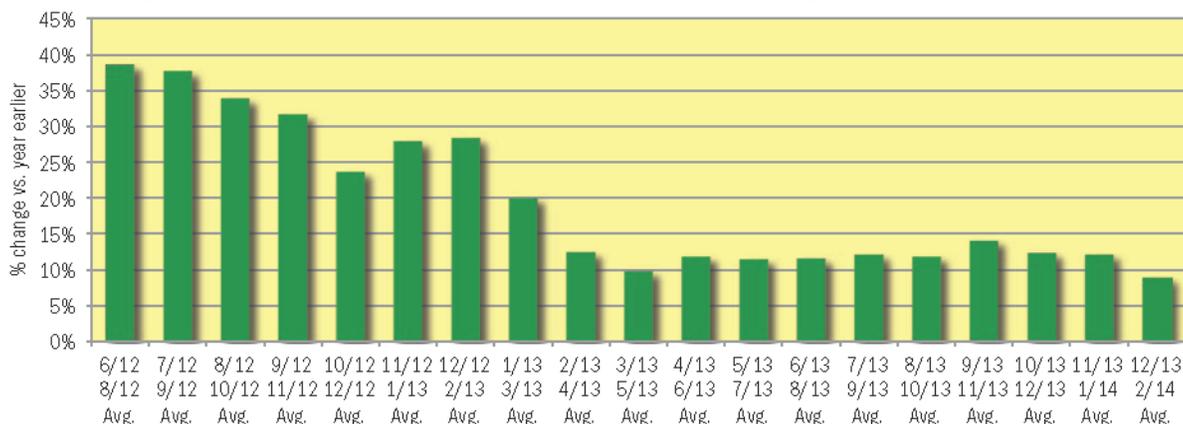
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	February			Jan '14 and Feb '14 combined			YTD thru February		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
Industry Total	27,132	29,218	7.7%	61,937	67,640	9.2%	61,937	67,640	9.2%
Cars	17,932	19,124	6.6%	41,062	44,445	8.2%	41,062	44,445	8.2%
Light Trucks	9,200	10,094	9.7%	20,875	23,195	11.1%	20,875	23,195	11.1%
Detroit Three	5,171	5,344	3.3%	11,049	12,165	10.1%	11,049	12,165	10.1%
European	6,479	6,392	-1.3%	16,095	16,038	-0.4%	16,095	16,038	-0.4%
Japanese	13,150	15,334	16.6%	29,764	34,755	16.8%	29,764	34,755	16.8%
Korean	2,332	2,148	-7.9%	5,029	4,682	-6.9%	5,029	4,682	-6.9%

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.

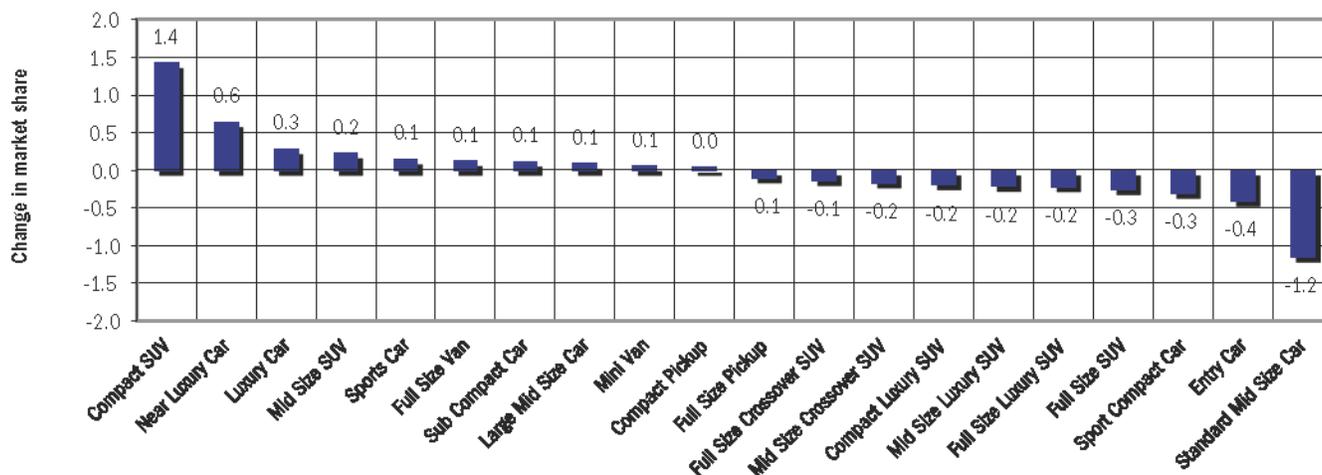
## Data Information

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**

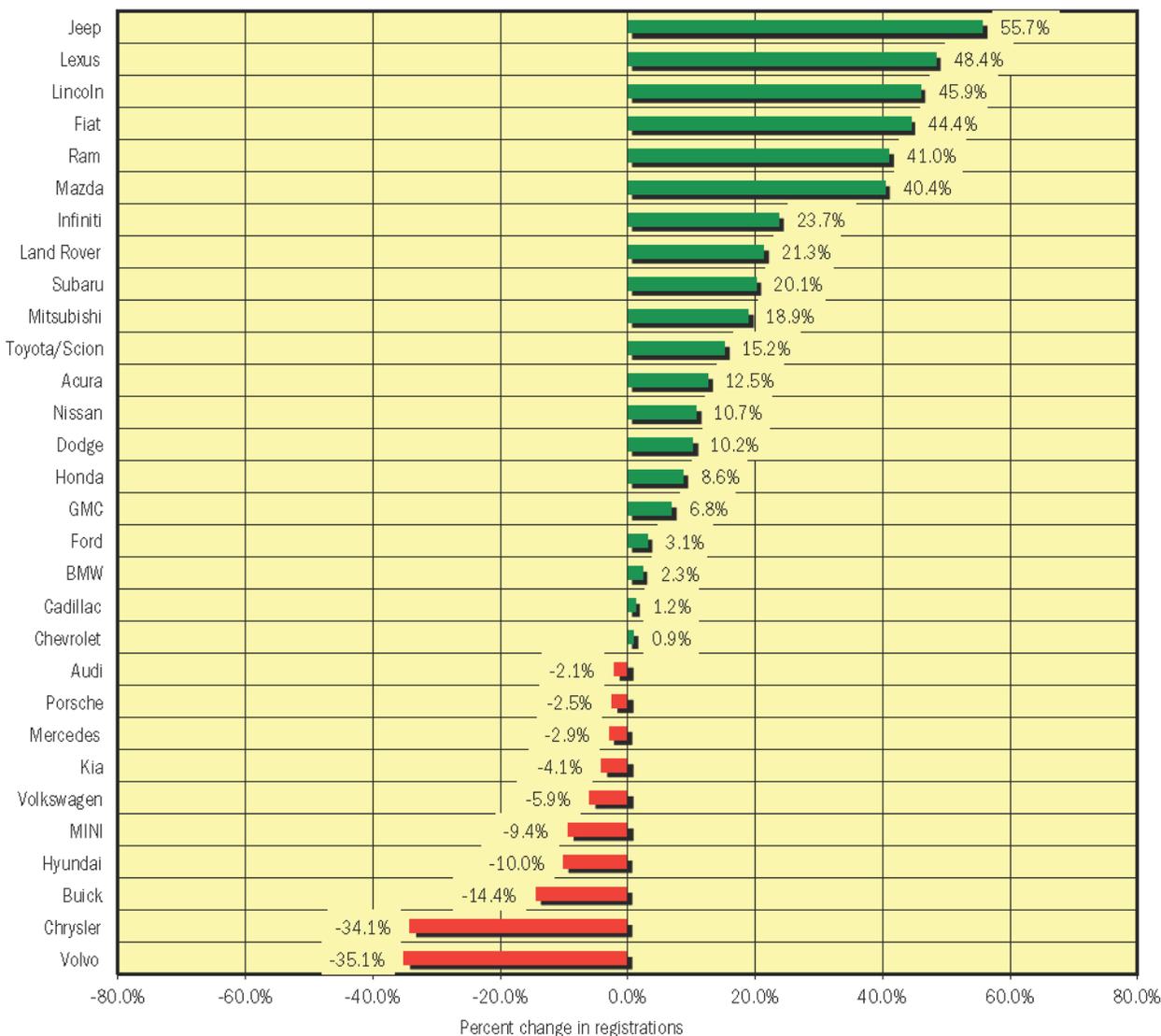
Los Angeles New Retail Car and Light Truck Registrations												
	February			Jan '14 and Feb '14 combined			YTD thru February			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	27,132	29,218	7.7%	61,937	67,640	9.2%	61,937	67,640	9.2%			
Acura	368	387	5.2%	903	1,016	12.5%	903	1,016	12.5%	1.5	1.5	0.0
Audi	793	749	-5.5%	1,776	1,738	-2.1%	1,776	1,738	-2.1%	2.9	2.6	-0.3
BMW	1,428	1,441	0.9%	3,764	3,852	2.3%	3,764	3,852	2.3%	6.1	5.7	-0.4
Buick	114	82	-28.1%	236	202	-14.4%	236	202	-14.4%	0.4	0.3	-0.1
Cadillac	263	250	-4.9%	592	599	1.2%	592	599	1.2%	1.0	0.9	-0.1
Chevrolet	1,353	1,294	-4.4%	2,871	2,898	0.9%	2,871	2,898	0.9%	4.6	4.3	-0.4
Chrysler	135	89	-34.1%	287	189	-34.1%	287	189	-34.1%	0.5	0.3	-0.2
Dodge	454	451	-0.7%	901	993	10.2%	901	993	10.2%	1.5	1.5	0.0
Fiat	200	257	28.5%	365	527	44.4%	365	527	44.4%	0.6	0.8	0.2
Ford	1,959	1,895	-3.3%	4,253	4,386	3.1%	4,253	4,386	3.1%	6.9	6.5	-0.4
GMC	248	243	-2.0%	514	549	6.8%	514	549	6.8%	0.8	0.8	0.0
Honda	3,627	3,875	6.8%	8,216	8,924	8.6%	8,216	8,924	8.6%	13.3	13.2	-0.1
Hyundai	1,108	956	-13.7%	2,380	2,141	-10.0%	2,380	2,141	-10.0%	3.8	3.2	-0.7
Infiniti	330	409	23.9%	811	1,003	23.7%	811	1,003	23.7%	1.3	1.5	0.2
Jaguar	56	86	53.6%	127	184	44.9%	127	184	44.9%	0.2	0.3	0.1
Jeep	444	683	53.8%	923	1,437	55.7%	923	1,437	55.7%	1.5	2.1	0.6
Kia	1,224	1,192	-2.6%	2,649	2,541	-4.1%	2,649	2,541	-4.1%	4.3	3.8	-0.5
Land Rover	240	272	13.3%	525	637	21.3%	525	637	21.3%	0.8	0.9	0.1
Lexus	980	1,632	66.5%	2,697	4,002	48.4%	2,697	4,002	48.4%	4.4	5.9	1.6
Lincoln	55	83	50.9%	148	216	45.9%	148	216	45.9%	0.2	0.3	0.1
Mazda	377	517	37.1%	785	1,102	40.4%	785	1,102	40.4%	1.3	1.6	0.4
Mercedes	2,034	1,887	-7.2%	5,137	4,990	-2.9%	5,137	4,990	-2.9%	8.3	7.4	-0.9
MINI	301	243	-19.3%	663	601	-9.4%	663	601	-9.4%	1.1	0.9	-0.2
Mitsubishi	105	138	31.4%	227	270	18.9%	227	270	18.9%	0.4	0.4	0.0
Nissan	1,965	1,950	-0.8%	4,043	4,477	10.7%	4,043	4,477	10.7%	6.5	6.6	0.1
Porsche	274	255	-6.9%	555	541	-2.5%	555	541	-2.5%	0.9	0.8	-0.1
Ram	146	210	43.8%	324	457	41.0%	324	457	41.0%	0.5	0.7	0.2
smart	21	44	109.5%	60	96	60.0%	60	96	60.0%	0.1	0.1	0.0
Subaru	421	525	24.7%	980	1,177	20.1%	980	1,177	20.1%	1.6	1.7	0.2
Tesla	0	64		0	239		0	239		0.0	0.4	0.4
Toyota/Scion	4,977	5,901	18.6%	11,101	12,784	15.2%	11,101	12,784	15.2%	17.9	18.9	1.0
Volkswagen	924	979	6.0%	2,541	2,390	-5.9%	2,541	2,390	-5.9%	4.1	3.5	-0.6
Volvo	133	79	-40.6%	379	246	-35.1%	379	246	-35.1%	0.6	0.4	-0.2
Other	75	100	33.3%	204	236	15.7%	204	236	15.7%	0.3	0.3	0.0

**Change in New Vehicle Segment Market Share - YTD 2014 thru February vs. YTD 2013**

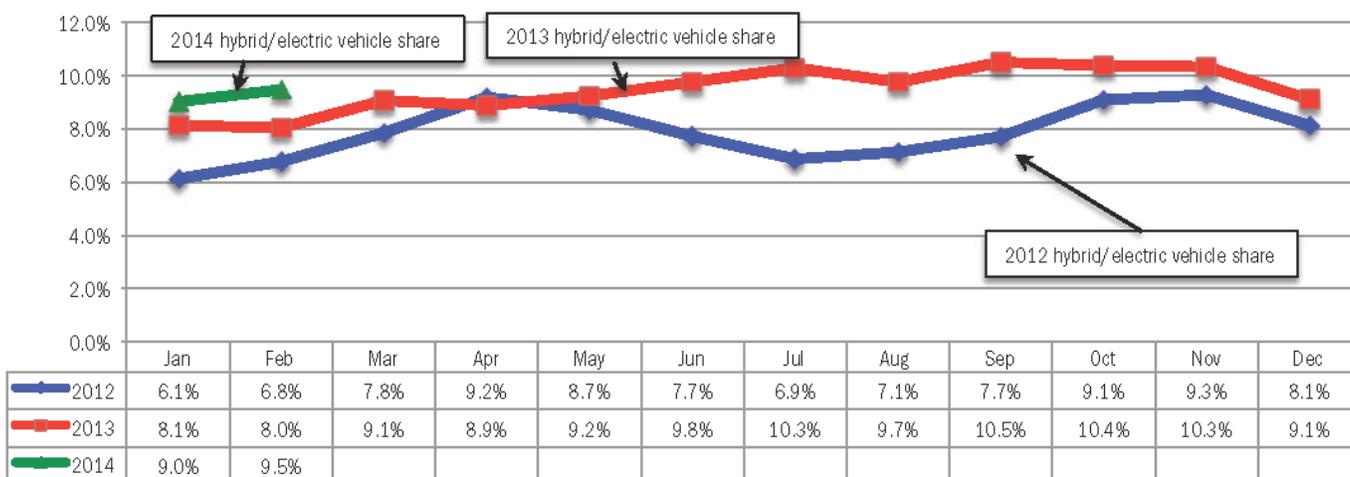


Data Source: AutoCount data from Experian Automotive.

**Percent Change in Brand Registrations  
YTD 2014 thru February vs. YTD 2013  
(Top 30 selling brands)**



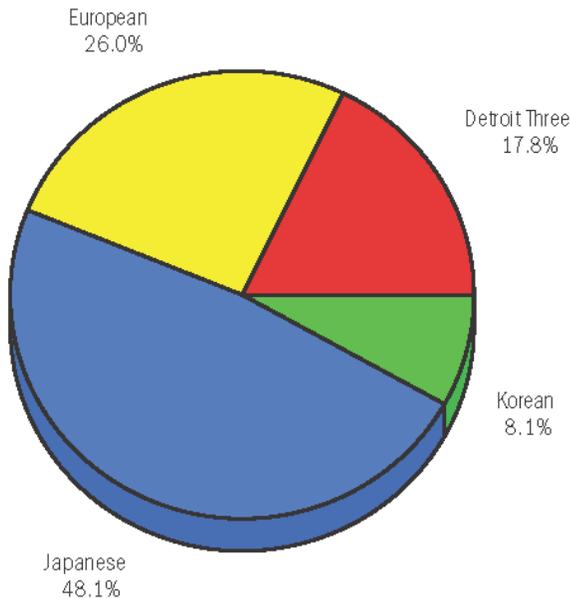
**Combined Hybrid and Electric Vehicle Market Share in LA County**



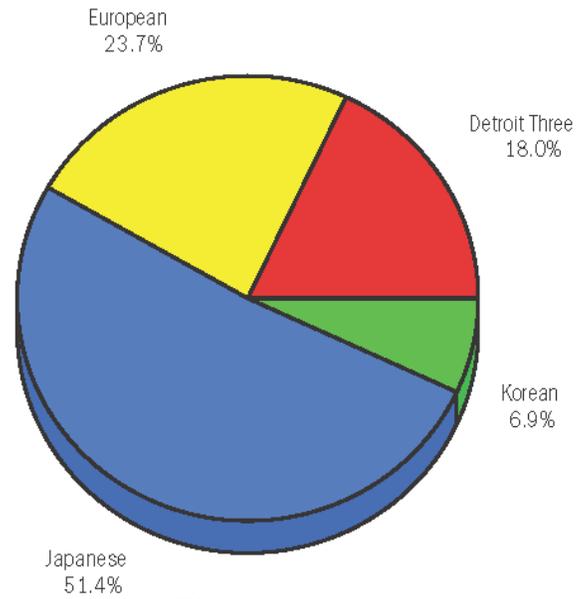
Data Source: AutoCount data from Experian Automotive.

**Market Share for Japanese, Detroit Three, European, and Korean Brands - YTD 2013 and YTD 2014**

**YTD 2013 thru February**

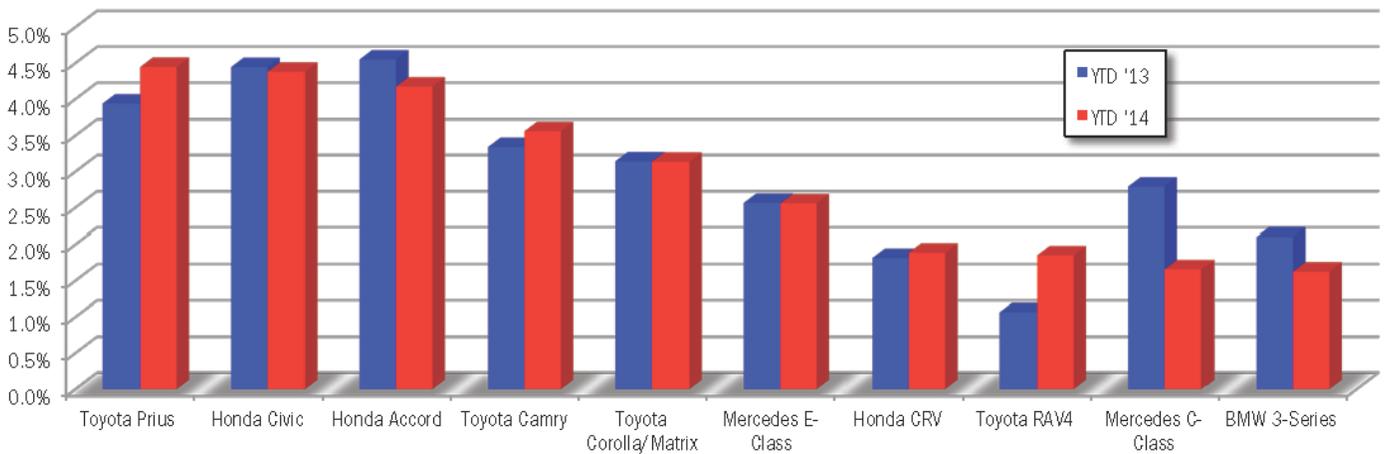


**YTD 2014 thru February**



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 2014 thru February**



**Los Angeles Auto Outlook**

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**WHAT NEW AND USED CARS SELL WELL IN MY MARKETS?**

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