



# LOS ANGELES NEW CAR DEALERS ASSOCIATION

## E-NEWSLETTER ISSUE #6 – 2014

**O**n June 17, the Greater Los Angeles New Car Dealers Association hosted its annual dealer member luncheon at the Universal Sheraton in Universal City. There were over 225 guests from throughout the automotive industry in attendance which took place in the Starview Room on the top floor of the property.

The keynote speaker for the event was Mark Owen, the author of the *New York Times* Bestseller, "No Easy Day". Mark shared with the audience intimate details of some very high profile military operations he participated in. These included the Captain Phillips rescue off the coast of Somalia, and the mission that resulted in the death of Osama Bin Laden in Pakistan. In addition, Mark had some very inspiring and motivational thoughts as it related to his Navy SEAL Training, and SEAL Team Six experiences.

GLANCD A President Ian Thomas, presided as the Master of Ceremonies for the event. Among those recognized for their support in the National Automotive Technician competition were Galpin Motors, Keyes Automotive Group, and Longo Toyota. The GLANCD A sponsored team from Van Nuys High School (Joe Agruso, Sonny Salas, and Armando Rodriguez) who were also in attendance with their families.

GLANCD A also presented a check to Wade Trimmer of the San Fernando Valley Rescue Mission to assist in the rebuilding effort following a devastating fire in April.

Bob Smith  
Executive Director



**GLANCD A presents check to Wade Trimmer of the San Fernando Valley Rescue Mission**

# DIGITAL Dealer

**WORKSHOPS** Los Angeles

### SAVE THE DATE

**Date:** September 16, 2014 - 9AM-4PM  
**Location:** Hilton Pasadena  
168 South Los Robles Ave  
Pasadena, CA 91101

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## Pictures from the GLANCD A Annual Meeting



### **GLANCD A** **Board of Directors**

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## Pasadena Educational Foundation Announces \$5,000 Donation from the Greater Los Angeles New Car Dealers Association

**T**he Pasadena Educational Foundation (PEF) is proud to announce that together with the Greater Los Angeles New Car Dealers Association (GLANCD) and the Symes Automotive Group have donated \$5,000 to assist PEF in supporting the students and teachers of the Pasadena Unified School District (PUSD).

The Greater Los Angeles New Car Dealers Association, an organization of factory-franchised dealers, provides valuable educational and philanthropic benefits to the greater-Los Angeles Community. "We believe that involvement with local charitable organizations, like PEF, makes a positive difference for everyone involved," said GLANCD Board Member John Symes, "We are thrilled to be able to help provide valuable educational resources to the students in our community."

Through the support of individuals and corporate partners throughout the community, PEF supports, enhances, and supplements the programs, initiatives, and priorities of the PUSD. "Every day we are privileged to see the innovation, inspiration, and the promise of a better future that the support of our community partners makes possible," said Patrick Conyers, PEF Executive Director. "We are grateful to the Board of Directors of the GLANCD and to their individuals, partners, and corporate members for their support of PEF and the public schools of Altadena, Pasadena, and Sierra Madre."

Pasadena Educational Foundation is a nonprofit organization that advocates for public education, engages the community, and develops resources to support excellent education for

every Pasadena Unified School District student. Whether it be through the arts, music, health centers, gardens, or STEM programs they support, PEF is dedicated to creating a better future for the public school students of Altadena, Pasadena, and Sierra Madre.

For Questions Contact:  
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626-396-3600 ext. 88357  
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# Recall Overdrive – Why Consumers Should Not Be Overly Concerned

By *Tim W. Jackson*

**D**oes the latest recall news have you wondering whether many of the automobiles driving on U.S. streets and highways are dangerous? It seems like there's a news report about recalls almost daily – almost 20 announced so far this month.

In fact, automobiles are safer today than they have ever been. And the newer the vehicle, the safer it is – whether there's been a recall notice on it or not. That is not a contradiction because behind the many recalls there are several different dynamics at work, including advanced technology and engineering, automobile manufacturing methods, politics, and the 24-hour news cycle. They all converge in this latest wave of recalls.

The average age of automobiles in the United States is about 11 years, so consumers who have been waiting for improvement in the economy – and their own personal finances – are beginning to think about buying new cars. Not surprisingly, they want their new cars to be the most technologically advanced possible, and include every bell and whistle they can afford, because they will probably hang on to that car for several years. After all, a new car is barely broken in at 100,000 miles.

This demand for highly advanced machines means there's a lot more in those automobiles that can go wrong. Manufacturers are constantly testing their technology and when they find there's a problem, especially a safety problem, they voluntarily recall the affected vehicles without any prompting from the government. If the government has to intervene it can result in big fines to the manufacturers, so they're becoming even more vigilant about ferreting out any potential safety concerns. .

As the technology becomes more complex, and more expensive to research and develop, automakers are finding ways to use the same technology in several models, thereby keeping consumer prices lower. But this also means that if a safety issue is found in one model it may necessitate recalling all of the models in which that technology is used, driving up the number of recalled vehicles.

Politics plays a role in recalls, too. The National Highway Traffic Safety Administration or NHTSA, the federal agency responsible for setting national motor vehicle safety standards, has been under more scrutiny by Congress and the motoring public. Consequently, NHTSA has become very aggressive when it comes to investigating complaints. A case in point is a recent investigation initiated on 2014 Chevrolet Impalas for a fuel-line problem after a single consumer inquiry. Of course, the government should be very careful where human safety is involved. But this necessarily will result in a higher number of recalls and more news about recalls than ever.

News about recalls, while providing an important public service, also serves to magnify the impact of recalls. Reporting has gone from a daily newspaper and single newscast to a 24-hour news cycle with huge competition to make every story more detailed and more interesting. What once might have been a matter-

of-fact announcement of a vehicle recall now is repeated many times and advanced with video, multiple interviews, reporter talkbacks and snappy graphics.

One upside is that consumers are more conscious than ever of safety. It provides us in the automotive industry the opportunity to highlight the ever-increasing number of safety features that new vehicles have. For example, in the last few years vehicles have added anti-lock brakes, more air bags, collision and lane departure warning, adaptive headlights and many more features. Cars don't drive themselves – though that's in the works, too – but they certainly help protect their drivers in more ways than ever before, and accident rates have dropped consistently as a result.

Safety recalls aside, since driver error is the biggest vehicle safety issue, we all must continue to focus on driving as carefully as possible, on avoiding distracted driving or driving while intoxicated, on getting enough rest before driving, and on always wearing safety belts.

**Tim W. Jackson serves as CEO of the Colorado Automobile Dealers Association, hosts of the annual Denver Auto Show. You can follow him on Twitter @timwjackson**



# Greater LOS ANGELES NEW CAR DEALERS ASSOCIATION

**The first 75 dealerships to complete this form and fax or mail it back to GLANCUDA with payment will receive an additional 50 complimentary 2014 Los Angeles Auto Show General Admission Tickets!**



By renewing or joining for 2014/2015 your membership will run for 18 months (July 1, 2014 – December 31, 2015) and includes an Exclusive Los Angeles Auto Show Ticket Package for the 2014 and 2015 Auto Shows available only to Dealer Members. **Each year Dealer Members in good standing will receive 75 complimentary general admission tickets and 500 discounted general admission tickets per dealership. By being one of the first 75 to renew or join, your dealership will receive an additional 50 complimentary tickets! That is a total of 125 tickets!**

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 GLANCUDA membership benefits.

GLANCUDA membership will run for 18 months (July 1, 2014 – December 31, 2015)

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

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- Yes, we would like to renew for 2014/2015.
- Yes, we would like to join for 2014/2015. (New Member)
- Not sure of membership status but I'm interested in membership for 2014/2015. (Please complete the form below and GLANCUDA will contact you.)

**DUES**

**\$375.00** (Single dealership or main location)

**\$37.50** (Dealership under same ownership)

Total Dealerships \_\_\_\_\_

Total Due \_\_\_\_\_

Dealership/Name \_\_\_\_\_

Dealer Address: \_\_\_\_\_

Dealer Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Dealership Principle Name/Email (for communication only): \_\_\_\_\_

General Manager Name/Email: \_\_\_\_\_

Office Manager/Controller Name/Email: \_\_\_\_\_

Address: \_\_\_\_\_

Dealer Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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 GLANCD A

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](http://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 reduces 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](http://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 12% in April '14 vs. '13.

New registrations in the county increased 9.7% during the first four months of this year, compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 27th consecutive month in April of this year.

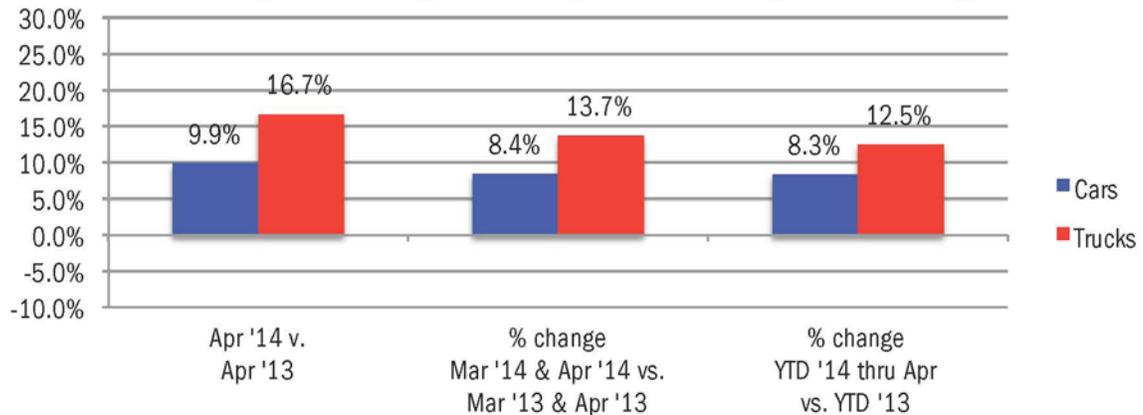
FIAT, Lexus, Jeep, Ram, Mazda, and Lincoln new vehicle registrations each increased more than 32% so far this year.

Japanese brand share increased from 50% during the first four months of 2013 to 51.5% this year.

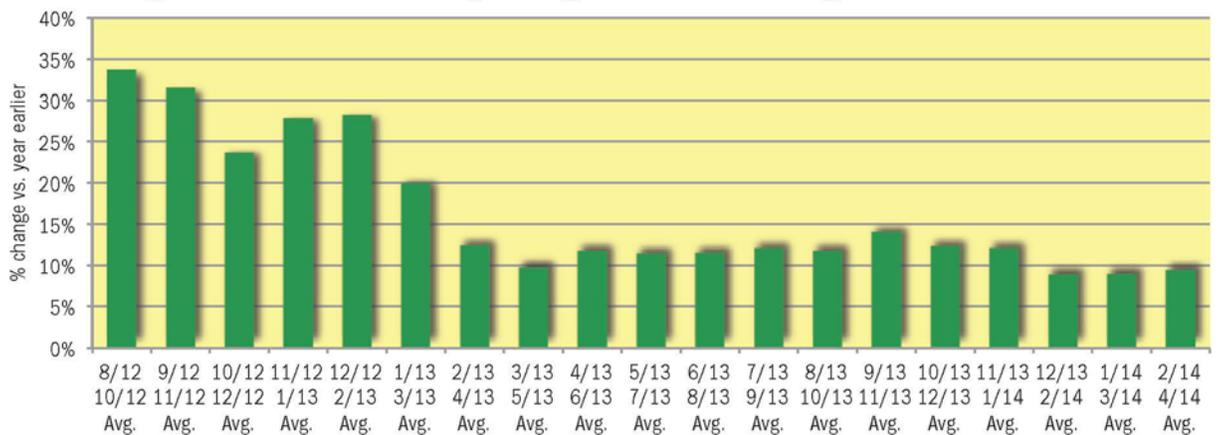
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	April			Mar '14 and Apr '14 combined			YTD thru April		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
Industry Total	32,683	36,615	12.0%	71,599	78,859	10.1%	133,536	146,499	9.7%
Cars	22,326	24,531	9.9%	48,593	52,696	8.4%	89,655	97,141	8.3%
Light Trucks	10,357	12,084	16.7%	23,006	26,163	13.7%	43,881	49,358	12.5%
Detroit Three	5,911	6,783	14.8%	13,047	15,064	15.5%	24,096	27,229	13.0%
European	7,167	7,808	8.9%	15,448	16,682	8.0%	31,543	32,720	3.7%
Japanese	16,929	19,051	12.5%	36,968	40,667	10.0%	66,732	75,422	13.0%
Korean	2,676	2,973	11.1%	6,136	6,446	5.1%	11,165	11,128	-0.3%

## 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.

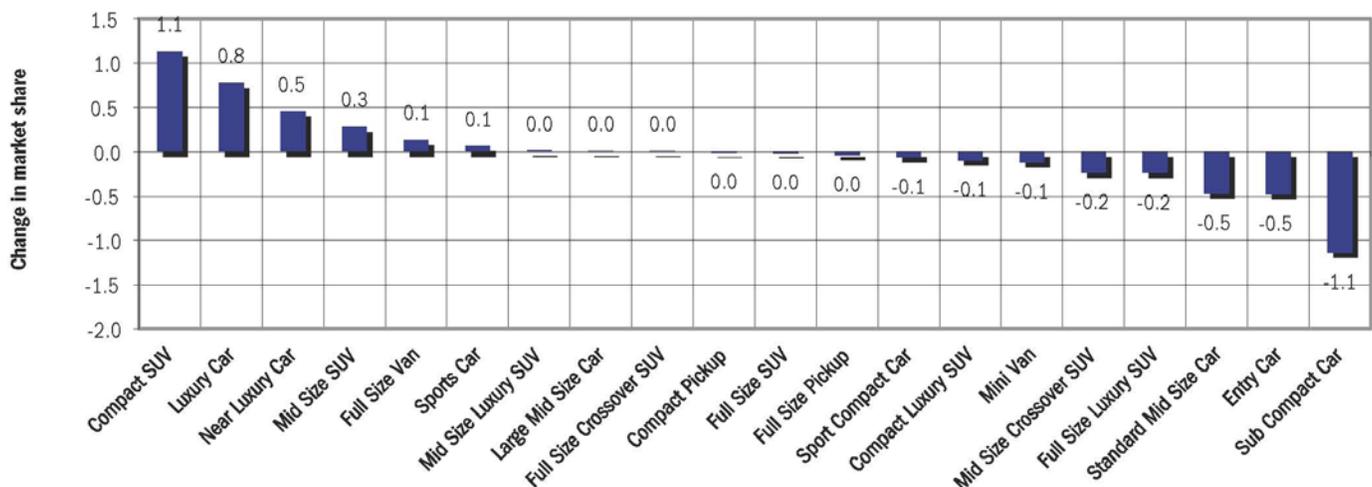
## Data Information

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**

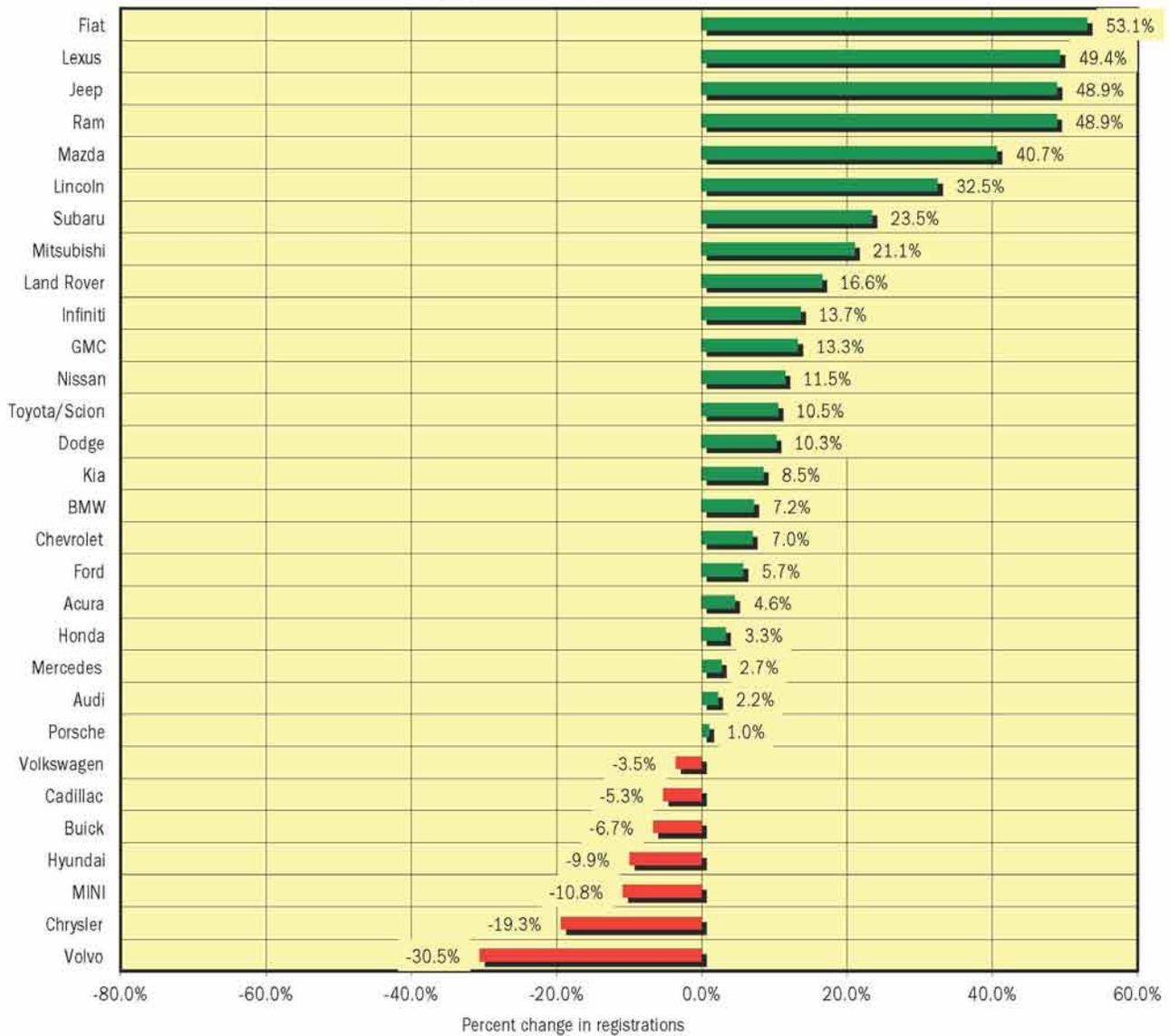
Los Angeles New Retail Car and Light Truck Registrations												
	April			Mar '14 and Apr '14 combined			YTD thru April			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	32,683	36,615	12.0%	71,599	78,859	10.1%	133,536	146,499	9.7%			
Acura	447	421	-5.8%	958	930	-2.9%	1,861	1,946	4.6%	1.4	1.3	-0.1
Audi	812	939	15.6%	1,709	1,825	6.8%	3,485	3,563	2.2%	2.6	2.4	-0.2
BMW	1,719	2,052	19.4%	3,823	4,282	12.0%	7,587	8,134	7.2%	5.7	5.6	-0.1
Buick	131	99	-24.4%	259	260	0.4%	495	462	-6.7%	0.4	0.3	-0.1
Cadillac	296	274	-7.4%	683	609	-10.8%	1,275	1,208	-5.3%	1.0	0.8	-0.1
Chevrolet	1,593	1,823	14.4%	3,513	3,933	12.0%	6,384	6,831	7.0%	4.8	4.7	-0.1
Chrysler	151	121	-19.9%	287	274	-4.5%	574	463	-19.3%	0.4	0.3	-0.1
Dodge	546	580	6.2%	1,162	1,282	10.3%	2,063	2,275	10.3%	1.5	1.6	0.0
Fiat	196	306	56.1%	413	664	60.8%	778	1,191	53.1%	0.6	0.8	0.2
Ford	2,168	2,336	7.7%	5,000	5,396	7.9%	9,253	9,782	5.7%	6.9	6.7	-0.3
GMC	256	311	21.5%	571	680	19.1%	1,085	1,229	13.3%	0.8	0.8	0.0
Honda	5,077	4,839	-4.7%	10,785	10,708	-0.7%	19,001	19,632	3.3%	14.2	13.4	-0.8
Hyundai	1,364	1,236	-9.4%	2,977	2,685	-9.8%	5,357	4,826	-9.9%	4.0	3.3	-0.7
Infiniti	378	393	4.0%	844	878	4.0%	1,655	1,881	13.7%	1.2	1.3	0.0
Jaguar	71	75	5.6%	203	161	-20.7%	330	345	4.5%	0.2	0.2	0.0
Jeep	496	715	44.2%	1,049	1,500	43.0%	1,972	2,937	48.9%	1.5	2.0	0.5
Kia	1,312	1,737	32.4%	3,159	3,761	19.1%	5,808	6,302	8.5%	4.3	4.3	0.0
Land Rover	212	216	1.9%	525	587	11.8%	1,050	1,224	16.6%	0.8	0.8	0.0
Lexus	1,341	1,956	45.9%	2,802	4,211	50.3%	5,499	8,213	49.4%	4.1	5.6	1.5
Lincoln	89	95	6.7%	172	208	20.9%	320	424	32.5%	0.2	0.3	0.0
Mazda	419	648	54.7%	992	1,398	40.9%	1,777	2,500	40.7%	1.3	1.7	0.4
Mercedes	2,060	2,159	4.8%	4,271	4,676	9.5%	9,408	9,666	2.7%	7.0	6.6	-0.4
MINI	406	305	-24.9%	777	683	-12.1%	1,440	1,284	-10.8%	1.1	0.9	-0.2
Mitsubishi	136	162	19.1%	295	362	22.7%	522	632	21.1%	0.4	0.4	0.0
Nissan	2,559	2,935	14.7%	5,477	6,138	12.1%	9,520	10,615	11.5%	7.1	7.2	0.1
Porsche	321	310	-3.4%	627	653	4.1%	1,182	1,194	1.0%	0.9	0.8	-0.1
Ram	185	235	27.0%	351	548	56.1%	675	1,005	48.9%	0.5	0.7	0.2
smart	37	40	8.1%	76	112	47.4%	136	208	52.9%	0.1	0.1	0.0
Subaru	549	654	19.1%	1,125	1,422	26.4%	2,105	2,599	23.5%	1.6	1.8	0.2
Tesla	0	194		0	374		0	613		0.0	0.4	0.4
Toyota/Scion	6,023	7,043	16.9%	13,688	14,620	6.8%	24,789	27,404	10.5%	18.6	18.7	0.1
Volkswagen	1,134	1,159	2.2%	2,557	2,528	-1.1%	5,098	4,918	-3.5%	3.8	3.4	-0.5
Volvo	125	117	-6.4%	322	241	-25.2%	701	487	-30.5%	0.5	0.3	-0.2
Other	74	130	75.7%	147	270	83.7%	351	506	44.2%	0.3	0.3	0.1

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

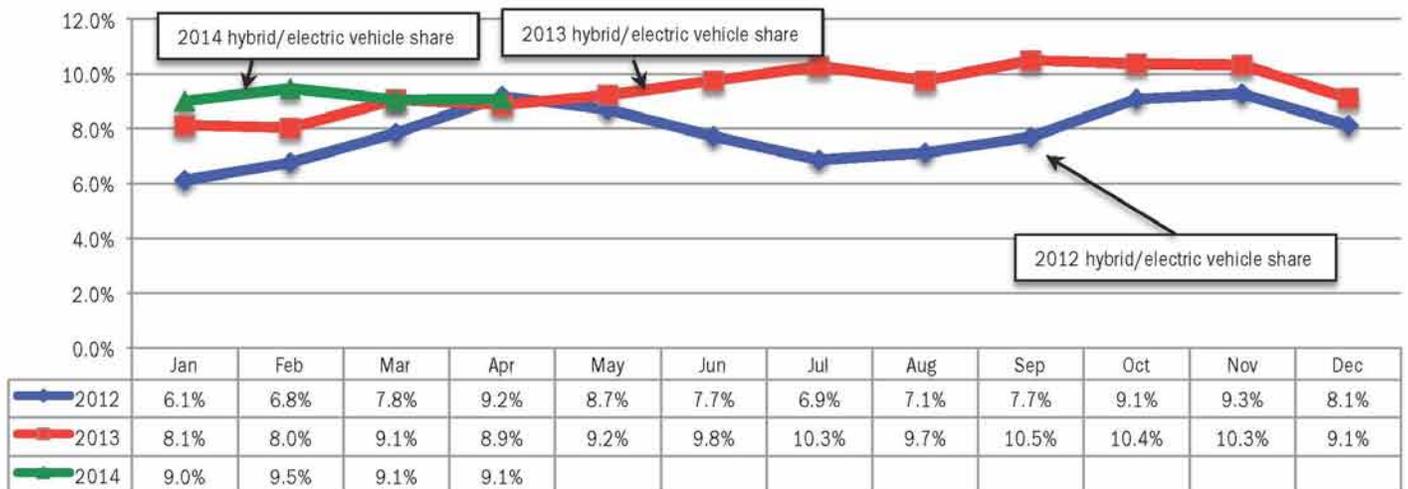


Data Source: AutoCount data from Experian Automotive.

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

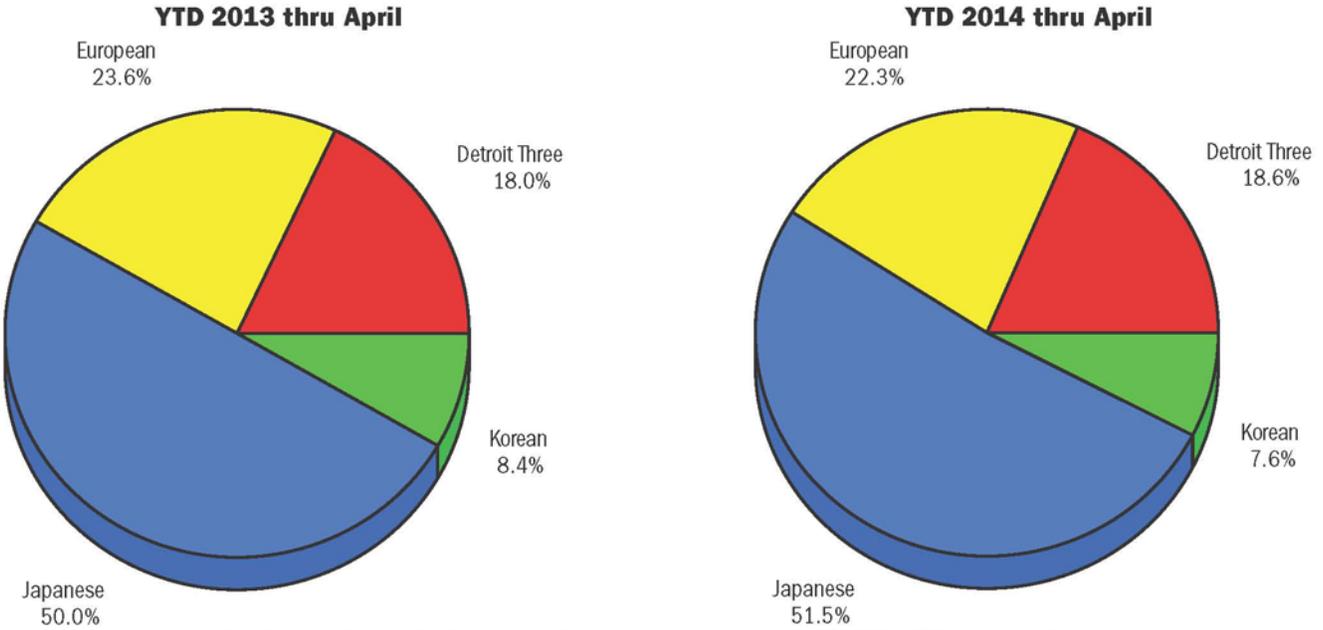


**Combined Hybrid and Electric Vehicle Market Share in LA County**



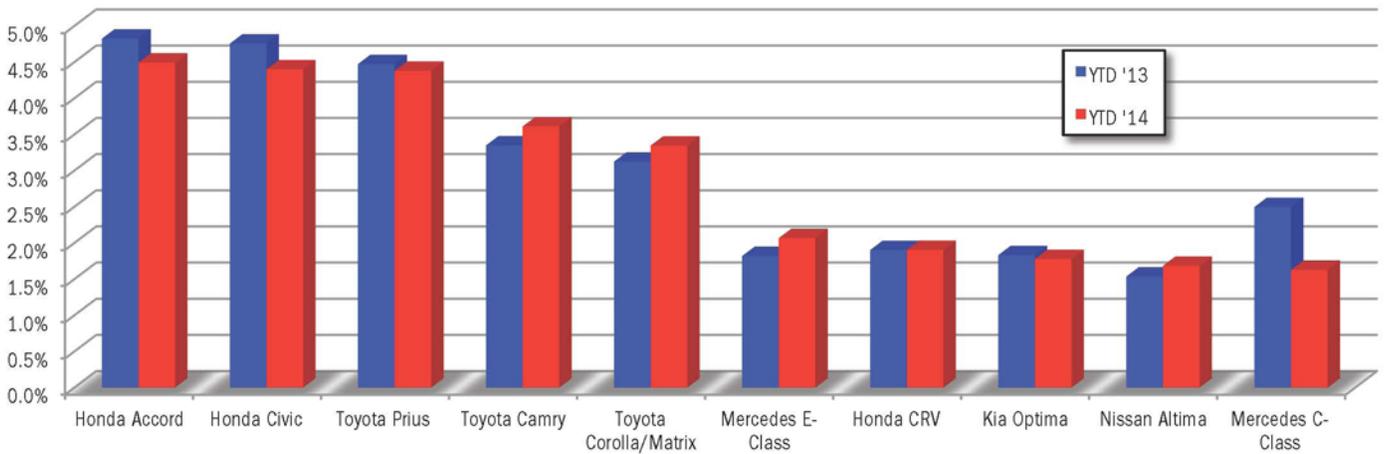
Data Source: AutoCount data from Experian Automotive.

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



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 April**



**Los Angeles Auto Outlook**

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

**WHO ARE MY TOP COMPETITORS? -BY MARKET AREA?**

**ANSWERS DRIVE RESULTS.**

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