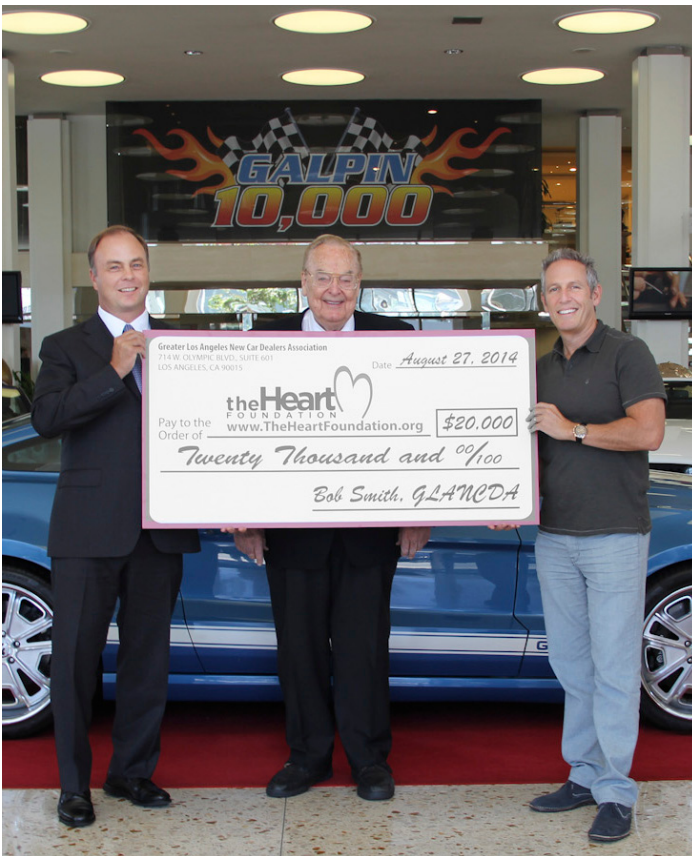


Greater

# LOS ANGELES NEW CAR DEALERS ASSOCIATION

E-NEWSLETTER ISSUE #8 – 2014



## GLANCD PRESENTS \$20,000 CHECK TO THE HEART FOUNDATION

The Heart Foundation’s mission is to save lives by educating the public about heart disease, promoting early detection, and supporting the research of world-renowned cardiologist Dr. P.K. Shah in the quest to find more effective ways to prevent and treat the #1 cause of death in the U.S. We dedicate ourselves to this mission in memory of Steven S. Cohen, an incredible husband, father, son, brother and friend.

Please give consideration to these two outstanding employee education and training events.

Cashier and Receptionist Training/Cerritos College Sept. 4



More information on page 2

## DIGITAL Dealer™

WORKSHOPS Pasadena

Sept. 16, 2014

More information on page 5

### In This Issue

Reception and Cashier Telephone Skills Training.....	4
Digital Dealer Workshops.....	3
GLANCD Membership Promotion.....	7
LA Auto Outlook.....	9

*Announcing a unique collaborative training venture...*

# Receptionist & Cashier Telephone Skills Training



Receptionists and cashiers are arguably the most important, yet the most poorly trained staff who answer incoming dealership calls. When was the last time your receptionist and cashiers attended any professional telephone skills training? That long?

In these sessions, your receptionists and cashiers will learn the "good," "better" and "best" word tracks to use with customers on the phone. This training isn't about merely sounding nice, but a no-frills discussion of which greetings and responses maximize customer conversion rates and improve CSI. Interactive workbooks are included.



## Thursday, September 4, 2014 SCCTT Center at Cerritos College

(map and directions will be sent upon registration)

*Two identical sessions are held same day for maximum attendance:*

**10 a.m. to 11:30 a.m. or 1:30 p.m. to 3 p.m.**

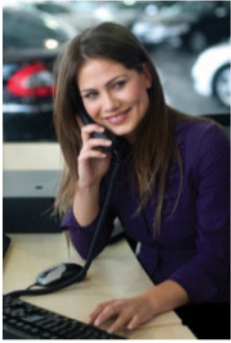
*Volume discounts for multiple attendees per dealership:*

**1 @ \$99 ea. 2 @ \$89 ea. 3 @ \$79 ea. 4+ @ \$69 ea.**

To register: call 562-467-5252

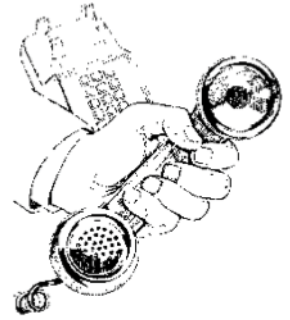
*Registration deadline: Thursday, August 28 – Walk-ins on a space available basis only*

Worldwide Phone Pops, LLC  
299 W Hillcrest Drive, Suite 217, Thousand Oaks, CA 91360  
www.PhonePops.com • 800-PhonePop (800-746-6376) • 805-778-0200



# Receptionists & Cashiers

TURN CALLS INTO CUSTOMERS



## Receptionists

- How to answer with the right greeting that gets the customer to the right department as fast as possible
- Knowing what customer questions to answer and which ones to direct to other departments
- Handling unfriendly (and even downright upset) customers
- What to do when the customer demands to talk to people who don't answer their phones
- How to operate as the "air traffic controller" of the dealership's incoming calls

## Cashiers

- Understanding dealership payment policies to avoid "unpleasant consequences" (ranging from poor CSI to customer litigation)
- Reducing the amount of customers who pick up the vehicle and say, "Why is the bill so high?"
- Working with the service department to better assist callers when the advisors are not available

Call SMCDA office to Register for September 4th Training Sessions  
562-467-5252



Worldwide Phone Pops, LLC

299 W Hillcrest Drive, Suite 217, Thousand Oaks, CA 91360

www.PhonePops.com • 800-PhonePop (800-746-6376) • 805-778-0200

## The Premiere Automotive Digital Strategy Workshop

Register Now for the Digital Dealer Workshops in Pasadena



Join us in Pasadena, California 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 & Southland Motor Car Dealers Association, Digital Dealer Workshops feature opportunities to work with automotive industry thought leaders to learn the latest skills and best practices in a number of areas critical to dealership marketing & operations.

**September 16, 2014 | 9am - 4pm**

Hilton Pasadena | 168 South Los Robles Ave Pasadena, CA 91101

### Who Should Attend

**Dealer Principals**  
**Internet Sales Managers**  
**General Managers**  
**General Sales Managers**  
**Marketing Directors**  
**e-Commerce Directors**  
**BDC Managers**  
**Social Media Managers**  
**CRM Managers**  
**Pre-Owned Managers**  
**F&I Managers**  
**Fixed Operations Managers**

#### You 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 & Retain More Customers
- Improve Sales Processes to Sell More New & Pre-Owned Units
- Understand What Customer Data to Measure, How Often & 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 & Profits



#### Connect With Peers

In addition to learning actionable strategies **over 16 sessions**, you will be able to network with dealership peers and meet with a select group of technology providers offering new solutions to improve your dealership. Dealers bring your managers. Managers, bring your dealer. There is nothing better you can do that will contribute to your business development!

[DigitalDealerWorkshops.com/California](http://DigitalDealerWorkshops.com/California)

**Association Members:**  
**\$99 First Attendee**

**\$49 For Each**  
**Additional Attendee**

# 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**

2520 Venture Oaks Way, Suite 150  
Sacramento, CA 95833

**Contact Us:**

Phone (213) 748-0240  
Fax (916) 924-7323

[bob@glanccda.org](mailto:bob@glanccda.org) • [www.glanccda.org](http://www.glanccda.org)

- 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 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](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:

Greater Los Angeles New Car Dealers Association

## Quick Facts

Los Angeles County new vehicle registrations increased 8.6% in July '14 vs. '13.

New registrations in the county increased 10.1% during the first seven months of this year, compared to a year earlier.

The three month moving average of new vehicle registrations increased for the 30th consecutive month in May of this year.

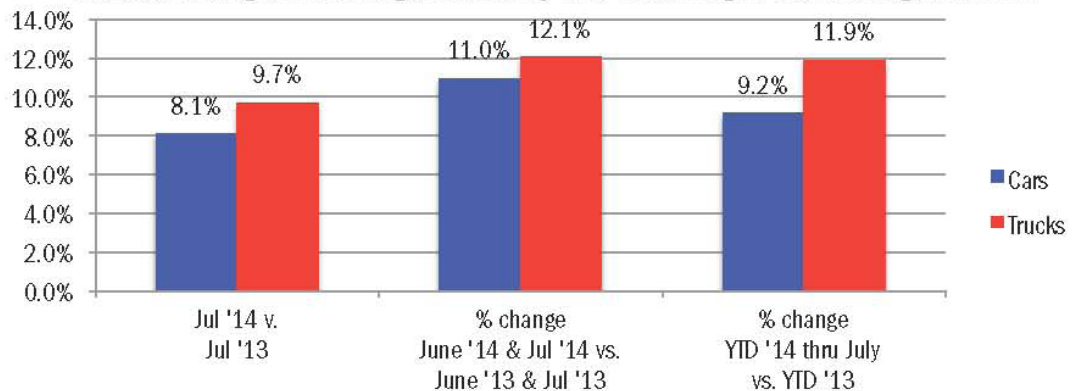
FIAT, Ram, Lexus, Jeep, and Mazda new vehicle registrations each increased more than 31% so far this year.

Japanese brand share increased from 50.4% during the first five months of 2013 to 52.2% this year.

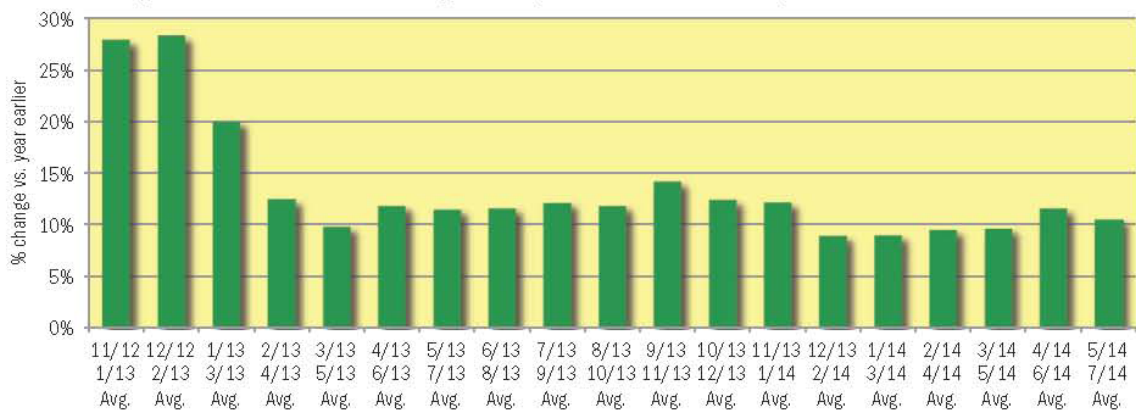
Data measures new vehicle registrations in the county. Monthly recording of registrations occurs when the data is processed by the DMV.

	July			June '14 and July '14 combined			YTD thru July		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
Industry Total	34,070	37,013	8.6%	77,466	86,247	11.3%	243,274	267,750	10.1%
Cars	22,850	24,703	8.1%	51,760	57,438	11.0%	163,200	178,138	9.2%
Light Trucks	11,220	12,310	9.7%	25,706	28,809	12.1%	80,074	89,612	11.9%
Detroit Three	6,205	6,702	8.0%	14,743	15,739	6.8%	44,930	48,949	8.9%
European	7,634	7,870	3.1%	16,937	18,125	7.0%	55,668	58,208	4.6%
Japanese	17,470	19,544	11.9%	39,386	45,424	15.3%	122,517	139,702	14.0%
Korean	2,761	2,897	4.9%	6,400	6,959	8.7%	20,159	20,891	3.6%

## 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.

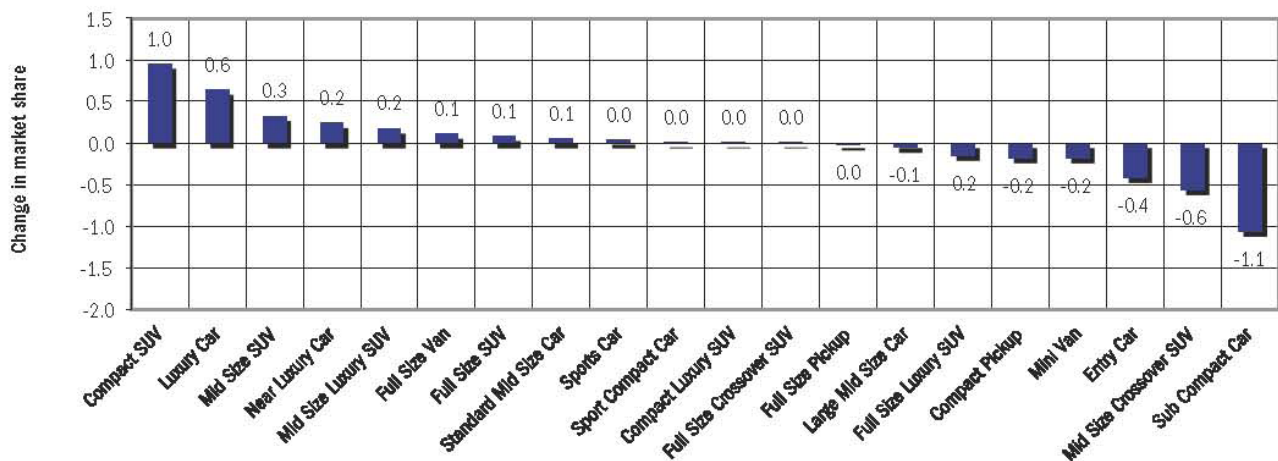
## Data Information

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**

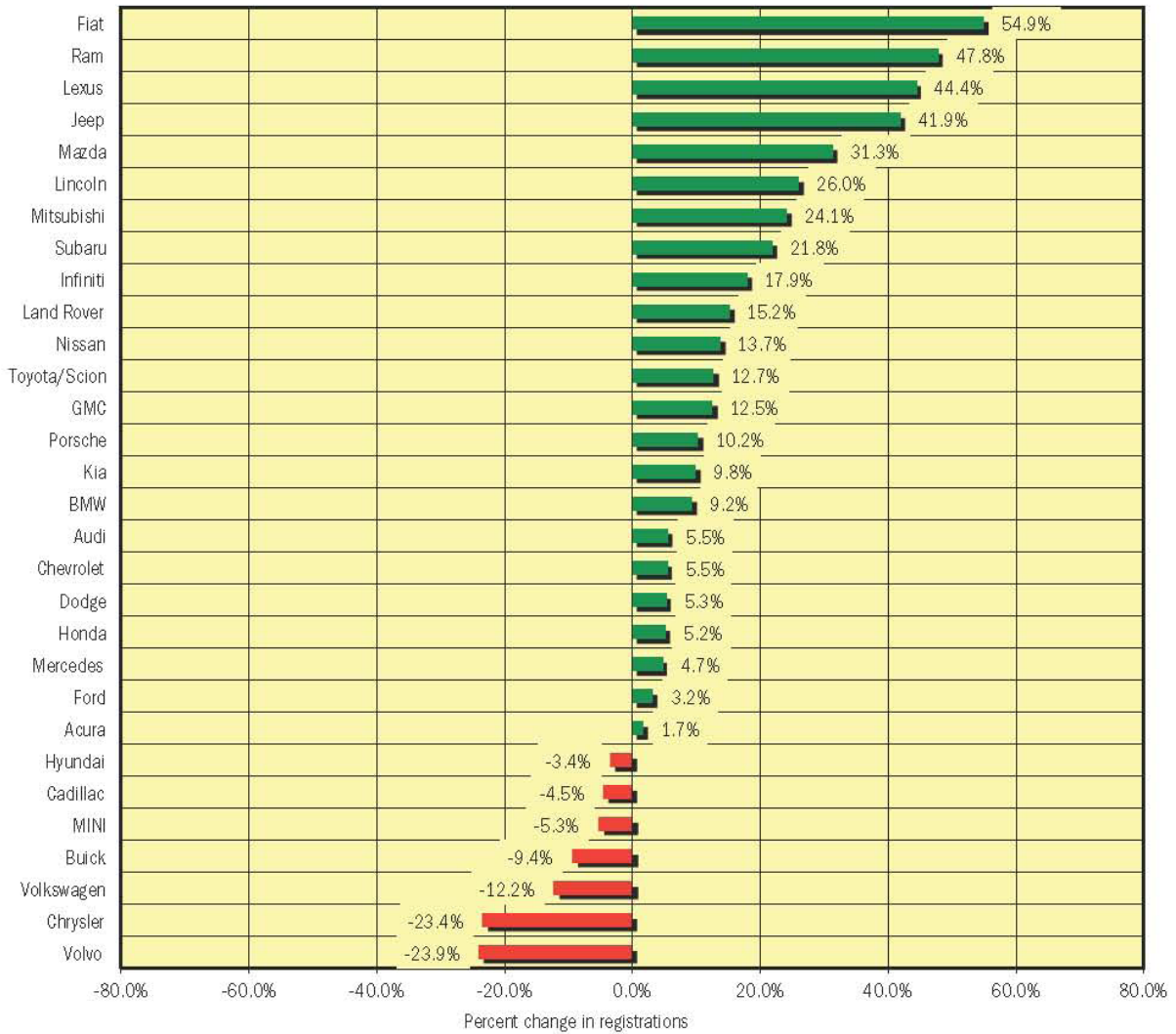
Los Angeles New Retail Car and Light Truck Registrations												
	July			June '14 and July '14 combined			YTD thru July			YTD Market Share (%)		
	2013	2014	% chg.	2013	2014	% chg.	2013	2014	% chg.	2013	2014	Chg.
TOTAL	34,070	37,013	8.6%	77,466	86,247	11.3%	243,274	267,750	10.1%			
Acura	434	383	-11.8%	934	936	0.2%	3,205	3,260	1.7%	1.3	1.2	-0.1
Audi	894	929	3.9%	1,971	2,201	11.7%	6,246	6,592	5.5%	2.6	2.5	-0.1
BMW	1,931	2,007	3.9%	4,014	4,530	12.9%	13,364	14,597	9.2%	5.5	5.5	0.0
Buick	119	88	-26.1%	279	225	-19.4%	865	784	-9.4%	0.4	0.3	-0.1
Cadillac	282	263	-6.7%	626	655	4.6%	2,196	2,098	-4.5%	0.9	0.8	-0.1
Chevrolet	1,761	1,790	1.6%	3,923	4,096	4.4%	11,962	12,616	5.5%	4.9	4.7	-0.2
Chrysler	126	118	-6.3%	316	240	-24.1%	1,015	777	-23.4%	0.4	0.3	-0.1
Dodge	506	518	2.4%	1,265	1,221	-3.5%	3,813	4,015	5.3%	1.6	1.5	-0.1
Fiat	218	274	25.7%	442	688	55.7%	1,382	2,141	54.9%	0.6	0.8	0.2
Ford	2,178	2,262	3.9%	5,346	5,561	4.0%	16,824	17,361	3.2%	6.9	6.5	-0.4
GMC	276	278	0.7%	630	712	13.0%	1,986	2,234	12.5%	0.8	0.8	0.0
Honda	4,691	5,033	7.3%	10,653	11,688	9.7%	34,465	36,248	5.2%	14.2	13.5	-0.6
Hyundai	1,249	1,336	7.0%	2,885	3,109	7.8%	9,419	9,098	-3.4%	3.9	3.4	-0.5
Infiniti	427	400	-6.3%	830	999	20.4%	2,838	3,345	17.9%	1.2	1.2	0.1
Jaguar	75	91	21.3%	147	197	34.0%	546	609	11.5%	0.2	0.2	0.0
Jeep	526	786	49.4%	1,265	1,741	37.6%	3,759	5,334	41.9%	1.5	2.0	0.4
Kia	1,512	1,561	3.2%	3,515	3,850	9.5%	10,740	11,793	9.8%	4.4	4.4	0.0
Land Rover	175	207	18.3%	438	512	16.9%	1,722	1,983	15.2%	0.7	0.7	0.0
Lexus	1,472	1,956	32.9%	3,121	4,343	39.2%	9,845	14,216	44.4%	4.0	5.3	1.3
Lincoln	92	121	31.5%	207	286	38.2%	642	809	26.0%	0.3	0.3	0.0
Mazda	597	726	21.6%	1,353	1,731	27.9%	3,675	4,824	31.3%	1.5	1.8	0.3
Mercedes	1,945	2,205	13.4%	4,529	4,953	9.4%	15,992	16,742	4.7%	6.6	6.3	-0.3
MINI	403	460	14.1%	869	991	14.0%	2,745	2,599	-5.3%	1.1	1.0	-0.2
Mitsubishi	103	104	1.0%	247	278	12.6%	879	1,091	24.1%	0.4	0.4	0.0
Nissan	2,234	2,678	19.9%	5,387	6,367	18.2%	17,204	19,566	13.7%	7.1	7.3	0.2
Porsche	290	252	-13.1%	600	724	20.7%	2,014	2,220	10.2%	0.8	0.8	0.0
Ram	189	278	47.1%	418	636	52.2%	1,251	1,849	47.8%	0.5	0.7	0.2
smart	28	101	260.7%	72	164	127.8%	239	409	71.1%	0.1	0.2	0.1
Subaru	577	692	19.9%	1,305	1,573	20.5%	3,934	4,792	21.8%	1.6	1.8	0.2
Tesla	150	200	33.3%	468	366	-21.8%	617	1,072	73.8%	0.3	0.4	0.1
Toyota/Scion	6,935	7,572	9.2%	15,556	17,509	12.6%	46,469	52,360	12.7%	19.1	19.6	0.5
Volkswagen	1,458	1,065	-27.0%	3,358	2,584	-23.0%	9,684	8,501	-12.2%	4.0	3.2	-0.8
Volvo	174	147	-15.5%	366	307	-16.1%	1,187	903	-23.9%	0.5	0.3	-0.2
Other	43	132	207.0%	131	274	109.2%	550	912	65.8%	0.2	0.3	0.1

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

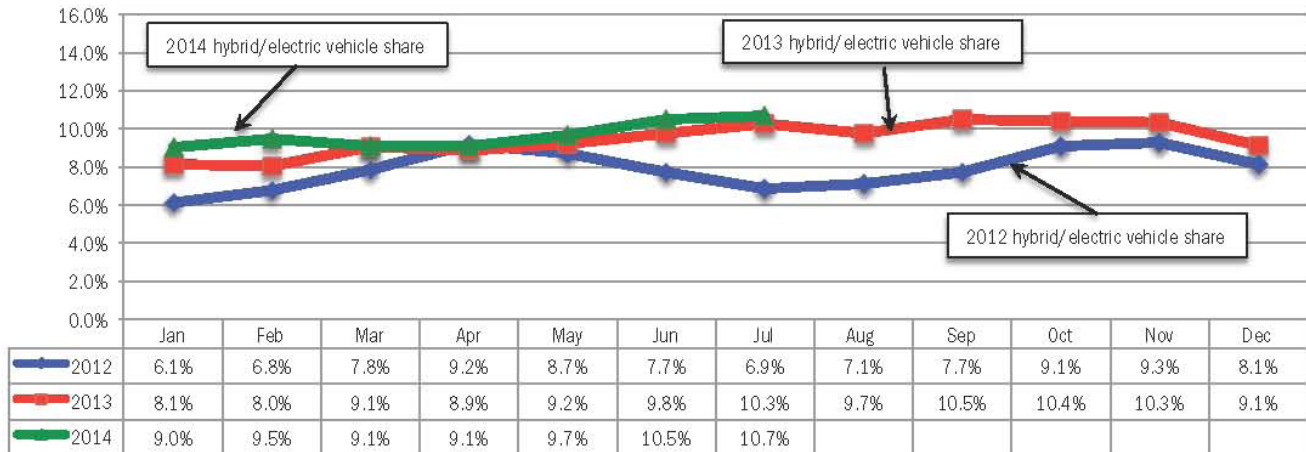


Data Source: AutoCount data from Experian Automotive.

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

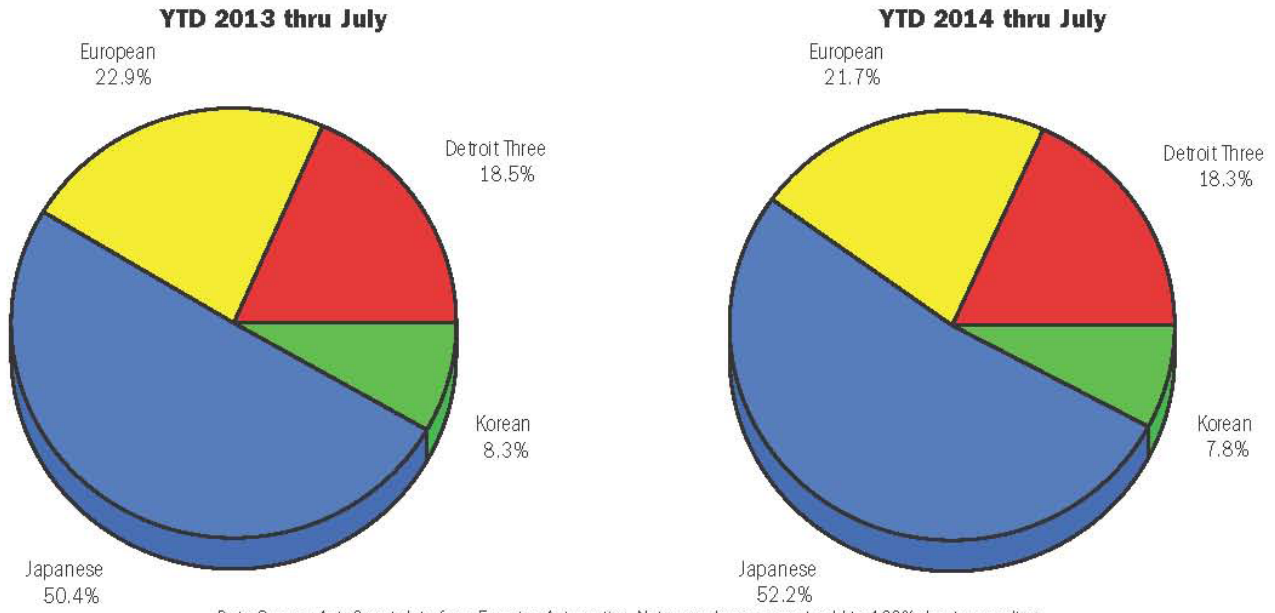


**Combined Hybrid and Electric Vehicle Market Share in LA County**



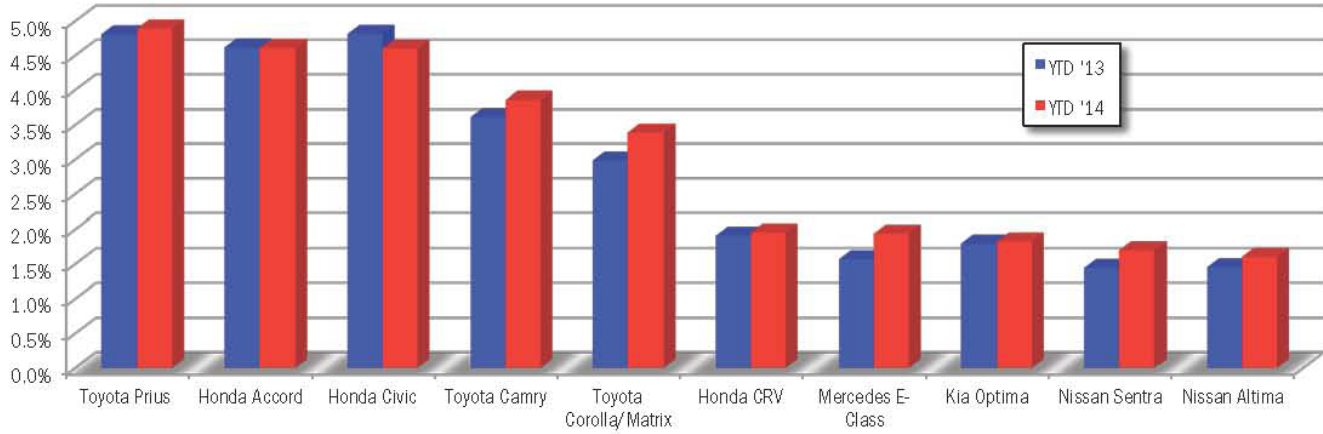
Data Source: AutoCount data from Experian Automotive.

**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 July**



**Los Angeles Auto Outlook**

Published for:  
 Greater Los Angeles New Car Dealers Association  
 714 West Olympic Boulevard, Suite 601  
 Los Angeles, CA 90015  
 Phone: 213-748-0240  
 www.glanca.org

Published by:  
 Auto Outlook, Inc.  
 PO Box 390  
 Exton, PA 19341  
 Phone: 800-206-0102  
 Email: jfoltz@autooutlook.com

Copyright Auto Outlook, Inc.,  
 August 2014

Los Angeles Auto Outlook is distributed free of charge to all members of Los Angeles New Car Dealers Association. The publication is sponsored and supported by GLANCA.

Los Angeles Auto Outlook is published and edited by Auto Outlook, Inc., an independent automotive market research firm. Opinions in Los Angeles Auto Outlook are solely those of Auto Outlook, Inc., and are not necessarily shared by GLANCA.

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

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

**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.