



NADA to Co-Sponsor Dealer Day Conference at 2010 SEMA Show

Dealers Attending the Information-Packed Sessions Receive Free Online Course from NADA University's Learning Hub – Accessorizing Your Way to Additional Profits

McLean, VA – (August 18, 2010) The National Automobile Dealers Association (NADA) will co-sponsor the third annual Dealer Day Conference at the Specialty Equipment Market Association's (SEMA) 2010 convention, at the Las Vegas Hilton (Pavilion 1), on November 3rd, 8:00 am –1:00 pm.

The Dealer Day Conference features an information-packed agenda designed to provide auto dealers with the feedback, tools and resources they need to expand or build accessory operations to benefit their business operations across the board.

Dealers who attend the Dealer Day Conference will receive an added bonus, a free Learning Hub course from NADA University, the online education and training resource for dealers launched this year, titled, "*Accessorizing Your Way to Additional Profits.*"

"Dealer Day is an outstanding program that was developed specifically to address the accessory sales opportunities for dealers and we're proud to be a part of it," said NADA Chairman Edward C. Tonkin. "Any dealer who is looking to build profitability in the accessory area should be there."

The conference, developed with NADA's input and dealer feedback, will show dealers how to use a successful accessory program to differentiate product lines, create customer value and loyalty, and generate additional revenues.

It will feature individual sessions on such key topics as:

- Aligning goals among various departments to drive overall sales and profitability;

- Ensuring quality in an accessory program, while addressing concerns over warranty and liability issues;
- Capturing the attention of online customers to drive them to your website; and
- Understanding the day-to-day challenges and opportunities of running an accessory program and capitalizing on them, as discussed by “real life” dealership employees.

Dealers who have attended a previous Dealer Day Conference gave it high marks. “I thoroughly enjoyed Dealer Day last year,” said Carl Lindsey, senior parts manager for Rick Keffer Dodge Jeep, in the Jacksonville, Fla. area.

“It was very informative and helped me understand the success that others were having with their respective programs, so I could come back to my dealership and try these things out,” Lindsey added. “We have had great success in installing leather in our vehicles, as well as accessorizing them.”

The Dealer Day Conference is open to vehicle dealers only. The National Independent Automobile Dealers Association is co-sponsoring the event with NADA. To learn more about the program or to register, visit www.semashow.com/dealerday.

For more information on NADA University’s training and education resources for dealers, visit: www.nadauniversity.com.

ABOUT NADA: Founded in 1917 and based in McLean, Va., NADA represents the nation’s franchised automobile and truck dealers who sell new and used motor vehicles, and who engage in service, repair and parts sales. New car dealers employ nearly one million people nationwide.

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