

NEWS BULLETIN

Maine Automobile Dealers Association

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TIME MAGAZINE AND GOODYEAR HONOR NEWPORT DEALER

Steven H. Hartley, President of Hartley's Chrysler Dodge Jeep GMC, has been honored as Maine's nominee for the 2009 TIME Magazine Dealer of the Year award. Steve was one of only 49 dealers from across the country recognized at the opening general session of the 92nd annual National Automobile Dealers Association Convention & Exposition in New Orleans. The TIME Magazine Dealer of the Year award is one of the automobile industry's most prestigious and highly coveted awards for car dealers. Recipients are among the nation's most successful auto dealers, but they must also demonstrate a long-standing commitment to effective community service.

A second-generation dealer, Steve's auto roots date back to 1946, when his Uncle Perley started selling used vehicles from his Tydol filling station in Corinna. In 1960, Chrysler and Plymouth were the first automobile lines added to the family businesses overseen by Perley, Steve's father Earl and eventually Steve himself. Over the years, Jeep and GMC franchises were added in the Newport dealership, and the family operated a Chevrolet-Buick dealership in Dover-Foxcroft for several years.

In addition to his business success, Steve has been deeply involved in the community, mostly through his 20 years of service in the volunteer Corinna Fire Department. At the same time, Steve and his family have lent valuable support to an array of area causes. Steve is a Master Mason and Shriner, and he and his dealership have supported various community programs. He has represented Northern Maine on dealer councils for both Chrysler-Jeep and Dodge, and as Director on the New England Dodge Ad Association. He is also a past Chairman and current Director for MADA, and serves as a Trustee for the MADA Insurance Trust.

"LIFELINE TO PROFITS" RETURNS TO MAINE

Last Fall, MADA hosted the very popular "Lifeline To Profits" workshop presented by NADA 20-Group leaders. The comments of dealership attendees (dealers, controllers, department managers) were very positive. Those comments, combined with the interest of other dealerships unable to attend in the Fall, prompted MADA to schedule an early Spring workshop.

The Spring "Lifeline To Profits" workshop will be held on Wednesday, March 25 and Thursday, March 26 at a site to be determined. The two-day workshop will be organized so that department managers can easily participate in the specific module applicable to their operation. All dealerships will receive specific information about the place, times and agenda as soon as plans are finalized. For now, please mark your calendar with the dates of March 25 and 26.

2009 FUEL ECONOMY GUIDE

The 2009 Environmental Protection Agency and Department of Energy's Fuel Economy Guide is available for download and print at www.fueleconomy.gov. Dealers selling new vehicles with a gross vehicle weight rating under 8,500 lbs are required to prominently display paper copies of the guide at each location where new vehicles are offered for sale. These guides must be available, without charge, upon customer request.

Beginning with the 2008 model year vehicles, as reported in the 2008 and new 2009 Guides, city and highway estimates account for conditions such as higher speeds and faster accelerations, air conditioning use and cold temperature operations. Further details regarding the determination of gas mileage (mpg) ratings are available at www.epa.gov/fueleconomy. These new testing methods result in 2008 and 2009 model year vehicles achieving noticeably lower mpg ratings than those of previous years, even though the actual fuel economy may be the same. The annual fuel cost estimates in the 2008 and 2009 electronic fuel economy guide are updated weekly to match the Energy Information Administration's current national average prices for gasoline and diesel fuel.

Paper copies of the guide are no longer mailed automatically. To request a paper copy of the guide, call the DOE's Energy Efficiency and Renewable Energy Information Center at (877) 337-3463 or visit www.eere.energy.gov/afdc/vehicles/fuel_economy_order_form.html. If the agencies have an email address on file for the dealership, an electronic version of the 2009 guide will be sent automatically. Dealers can send their email addresses to fueleconomy@ornl.gov to get an updated electronic copy of the guide sent to them automatically as it becomes available each year.

CLEAN UP THE ICE AND SNOW

During this Winter season, it is important that dealerships remain aware of their liability for employees and visitors who are injured should they slip and fall on your lot. Obviously, workers compensation applies to employee injuries, and there are costs for medical care, wage replacement and lost productivity. In a similar vein, a visitor who is injured may have a claim against your property & casualty insurance policy. Either situation may also increase your future cost of these insurance plans. Please make sure that **all** areas of your lot are properly cleared, with sand and/or salt applied as necessary.

EMPLOYMENT POSTERS DELIVERED

MADA has almost completed the dealership-by-dealership delivery of laminated posters containing federal and state employment-related information. Steve Piper has been presenting these as he conducts his periodic dealership facilities inspection designed to assist dealership compliance efforts related to federal and state law. These visits will be concluding during Presidents' Week. Please contact your MADA office if you do not have current posters (revised 1-2009) or need additional posters.