

# NEWS BULLETIN

## Maine Automobile Dealers Association

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2017-21

### DISTRIBUTION

- General Manager
- Office Manager
- Parts Manager
- Sales Manager
- Service Manager

### MADA SAYS THANK YOU

In this holiday season, it is appropriate to say "Thank You" to those organizations which support MADA and our various activities on behalf of dealerships. And so, a resounding "Thank You" to the 43 companies which participate in MADA's Associates Program. Most of these companies are Associate Members. Many also attend and, if they choose, help sponsor the variety of regional and statewide events which MADA offers to its members.

MADA, as a matter of policy, does not endorse any of these companies nor their products and services. MADA very much appreciates the interest of these organizations in Maine's dealers, and their involvement with MADA's educational efforts through bulletins, mailings and meetings.

Dealers ask from time-to-time whether companies they utilize are participating in various MADA activities, and thus we provide the accompanying list of companies which have joined MADA as Associate Members and/or have participated in MADA membership events. Please join MADA in saying Thank You to the representatives of these companies as you see them.

### 2018 FUEL ECONOMY GUIDE NOW AVAILABLE

The U.S. Department of Energy (DOE) and the Environmental Protection Agency (EPA) have just released the 2018 Fuel Economy Guide. The guide provides detailed fuel economy numbers for MY 2018 light-duty vehicles, along with estimated annual fuel costs and other information for prospective purchasers. Dealers **MUST** display a copy of the guide and provide copies to customers upon request. Please find attached the DOE-EPA letter detailing how to make the Guide available to customers.

### ADVERTISING FUEL ECONOMY

The Federal Trade Commission (FTC) has revised its Guide Concerning Fuel Economy Advertising for New Automobiles. The Guide, which was issued recently, governs fuel economy advertising for new light-duty automobiles required to have fuel economy labels. The revised Guide reflects changes made in 2011 by EPA and NHTSA to their labelling mandates, as well as guidance once provided in a separate FTC Alternate Fuel Labelling Guide that was withdrawn in 2013. The current Guide states that it is *deceptive to misrepresent, directly or by implication, the fuel economy or driving range of an automobile*, and makes suggestions as to how to advertise fuel economy information without being deceptive. The FTC guide also includes examples that illustrate how to make disclosures in a "clear and conspicuous" manner and how to make fuel economy claims involving alternative fuel vehicles. NADA has recently issued an updated version of its Driven management guide entitled "Fuel Economy Advertising", available at [www.nada.org](http://www.nada.org).

## MINIMUM WAGE CHANGES

On January 1, 2018 Maine's minimum wage becomes \$10 per hour, a \$1 increase from the \$9 rate for 2017. Dealership locations within the boundaries of the City of Portland must continue with the \$10.68 minimum wage required by city ordinance.

For all dealerships, federal and state laws require that each employee be paid at least minimum wage for the hours worked in the pay period. Maine law provides that employees must be paid at "regular intervals not to exceed 16 days". For those employees on a draw or base plus commission pay plan, the draw or base for each pay period must at least equal \$10 (\$10.68 if in Portland) multiplied by the number of hours worked in the pay period.

Dealership employees who might be overtime-exempt, such as department managers, must receive an annual salary that "exceeds 3,000 times the State's minimum hourly wage", per Maine law. That calculation equals \$30,000 per year (\$576.93 per week) for 2018.

## NEW LABOR LAW POSTERS

Businesses are obligated under law to post employment notices on employee bulletin boards, or other places visible to employees. MADA will again provide each dealership with laminated posters containing the required federal and state notices for January, 2018. The posters have been ordered, and as soon as they arrive we will deliver them to your dealership.

### REMINDER: UPDATE SAFEGUARDS and RED FLAGS POLICIES

Dealerships are required to have written policies to comply with the federal **Safeguards** and **Red Flags** rules. Part of the obligation is to annually review those written policies to make sure they continue to reflect your operational procedures. That review must be presented to owners or senior management for their consideration and action, and the management report and any policy changes which are adopted must be noted in writing and retained in your corporate files.

## SAFETY CORNER – WINTER SAFETY

Please take a moment to plan, review or complete your **Emergency Action Plan**.

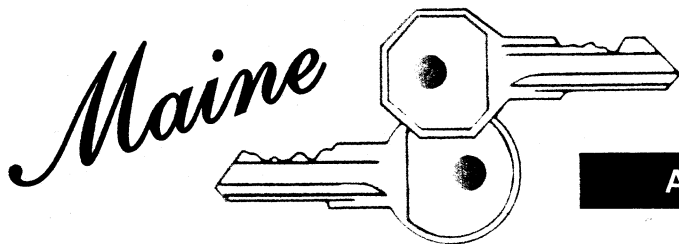
### Before the Storm

- Make arrangements for snow removal and sanding
- Review the maximum snow load your roof can support
- List emergency vendors, like plumbers, heating technicians, and contractors
- List all employees, customers, and clients along with their contact information
- Cancellation notification information for radio, TV, email, social media, etc.
- Insurance policies and agent contact information
- Copies of essential business policies, plans and agreements

### After the Storm

- Remove all snow and ice from all walk areas
- Put down sand and salt as necessary, don't forget the areas between parked vehicles and the employee parking areas (which can be some of the most dangerous slip and fall hazards)
- Consider purchasing boot grippers for employee use during storm clean-up
- Inspect the walkways and parking lot at the beginning of each work day during inclement weather to assess changing conditions. Assign a person this duty and report back as necessary.
- Inspect or remove snow from roof and check HVAC units for snow obstructions or damage
- Inspect the property for damage, like drains, doors, inventory, etc.

If you have any further questions or safety concerns, please call Becky Johnston at your MADA office or at (207) 441-3907, or email [becky@maineautodealers.com](mailto:becky@maineautodealers.com) for assistance.



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Augusta, Maine 04338-2667

**AUTOMOBILE DEALERS ASSOCIATION INC**

PHONE 623-3882 • FAX (207) 623-2318  
E-MAIL [info@maineautodealers.com](mailto:info@maineautodealers.com)

November 28, 2017

Dear MADA Member:

In this Thanksgiving season, it is appropriate to say "Thank You" to those organizations which support MADA and our various activities on behalf of dealerships. And so, a resounding "Thank You" to the 45 companies which participate in MADA's Associates Program. 33 companies are Associate Members. Many also attend and, if they choose, help sponsor the variety of regional and statewide events which MADA offers to its members.

MADA, as a matter of policy, does not endorse any of these companies nor their products and services. MADA very much appreciates the interest of these organizations in Maine's dealers, and their involvement with MADA's educational efforts through bulletins, mailings and meetings.

Dealers ask from time-to-time whether companies they utilize are participating in various MADA activities, and thus we provide the following list of companies who have joined MADA as Associate Members and have also participated in MADA membership events.

We hope everyone enjoyed a Happy Thanksgiving.

Sincerely,

Thomas T. Brown, Jr.  
President

TTB/net

Enclosure

OVER





November 2017

SUBJECT: DOE/EPA Model Year 2018 Fuel Economy Guide

Dear Automobile Dealer:

The U.S. Department of Energy (DOE) and U.S. Environmental Protection Agency (EPA) seek your help in providing your customers with information about fuel economy and the benefits of using more fuel-efficient vehicles. Fuel economy is an important factor for consumers when shopping for a vehicle. EPA regulations require automobile dealers to display the EPA/DOE Fuel Economy Guide prominently at each location where new automobiles are offered for sale and to make it available to the public at no charge (40 CFR 600.405-08 and 600.407-08). Dealers may choose to either have printed copies on hand or provide access to the electronic version/website on a computer in the display area. The regulations ensure that prospective customers have ready access to fuel economy information for current model year vehicles.

You have two options for obtaining the Fuel Economy Guide:

1. We will e-mail you an electronic copy of the Guide through the National Automobile Dealers Association (NADA) in November 2017. You can print the Guide from this electronic file. To ensure that you will receive a new model year Fuel Economy Guide via e-mail every year, please visit <https://www.fueleconomy.gov/feg/dealers.shtml> to join our e-mail list.
2. You can download the Fuel Economy Guide from the government's fuel economy website at [www.fueleconomy.gov](http://www.fueleconomy.gov) and print copies from the electronic file. This version of the Guide is updated periodically with newly released models and up-to-date fuel cost estimates.

We thank you for your cooperation and assistance in helping us provide the car-buying public with fuel economy information.

Sincerely,

Byron J. Bunker, Director  
Compliance Division  
Office of Transportation and Air Quality  
U.S. Environmental Protection Agency

Michael R. Berube, Director  
Vehicles Technologies Office  
Energy Efficiency and Renewable Energy  
U.S. Department of Energy