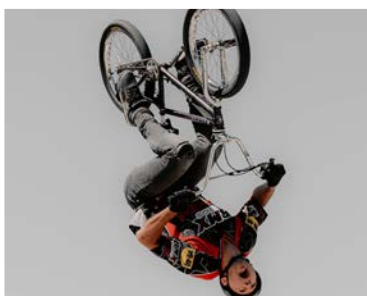




Why the 2021 Denver Auto Show may be the best one yet

18



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Cover Story

18

Why the 2021 Denver Auto Show may be the best one yet



Columns

4

2021 Chair

Big kickoff planned for inaugural edition of Colorado Automotive Hall of Fame

6

President & CEO

State regulators fold on heavy-handed emissions enforcement program

8

Employee Benefits

Did you Know....

9

Regulatory Affairs

KIA Motors tests 2017 franchise law amendments

10

Clear the Air Foundation

Dealers, CADA staff help governor's office promote EV use throughout state

12

Census '21

Thanks for responding — and setting a record!

14

Member News

2 Colorado Springs dealers make 40 under 40 list — out of a pool of 400

22

Q2 Auto Outlook

25

Federated Claim of the Month

Employee forgets wheel block, causes thousands in damages. Could it happen to up?

CADA STAFF

Tim Jackson, CAE, CMP

President & CEO
tim.jackson@colorado.auto
303.282.1448

Marsha Temple

Chief Operating Officer
marsha.temple@colorado.auto
303.457.5123

Matthew Groves

Vice President of Legal, Regulatory & Compliance
matthew.groves@colorado.auto
303.282.1449

Rachelle Rice

Chief Financial Officer/Controller
rachelle.rice@colorado.auto
303.457.5120

Kim Jackson

Marketing & Communications Director
kim.jackson@colorado.auto
303.457.5115

Mark Zeigler

Clear The Air Foundation Director
mark.zeigler@colorado.auto
303.775.8896

Craig Gordon

Employee Benefits Director
craig.gordon@colorado.auto
303.457.5118

Laura Will

Account Coordinator, Employee Benefits
laura.will@colorado.auto
303.282.1457

Khorrie Luther

Business Manager
khorrie.luther@colorado.auto
303.457.5122

Katie Buchanan

Member Services Coordinator
katie.buchanan@colorado.auto
303.457.5109

Savannah Hatcher

Member Services Coordinator
savannah.hatcher@colorado.auto
303.457.5117



2021 CADA Chair

Big kickoff planned for inaugural of Colorado Automotive Hall of Fame

Bob Dylan may have said it best: "...for the times, they are a-changin." Indeed they are, and CADA is making the most of it by reimagining and reinventing the Denver Auto Show, the Preview Gala and ... drum roll, please ... the inaugural of the Colorado Automotive Hall of Fame.

COVID-19 hit CADA's major spring events in 2020 like a rock hitting a windshield: the cracks spread so it was hard to see where we were going. That's all behind us. We believe that September 15-19 at Elych Gardens will help clear the picture, moving us down the road to recovery.

Colorado Automotive Hall of Fame is off to a great start

I'm excited about the dinner celebrating the inaugural of the Colorado Automotive Hall of Fame on Tuesday, September 14, the night before the show opens to the public. It's going to be one of the most exhilarating and festive evenings in CADA's history.

The Colorado Automotive Hall of Fame dinner begins at 5:30 p.m. in Elych Gardens' Maroon Bells Pavilion. It will be a festive, sit-down and delicious dinner with a brief, rapid-fire ceremony to honor the 51 inductees – every Time Dealer of the Year nominee plus Colorado automotive journalist Bud Wells.

As people arrive, they'll stroll through a "Wall of Fame" series of panels, highlighting our inductees. Also, each inductee will have a separate page honoring him or her in the commemorative program. (Oh and there'll be some pretty cool swag, too.)

As Tim Jackson said, "This is a place to start, not to stop." Some of the honorees are no longer with us and several are retired. The plan is to add a new group of inductees every year. They won't always be dealers; some will come from other areas of the industry but each one will have made a significant contribution to Colorado's automotive history.

Worth the wait

This has been in the works for quite a while and Chair Anthony Brownlee has pushed hard for it. "When I moved here in 2006, from the second I stepped into the community ... the legacy dealers in the state have been great and I wanted to find a way to say 'Thank you.'" Brownlee says he hopes it will "serve to inspire the next generation of auto dealers and people who want to get involved in our industry."

Festive, classy and casual Preview Gala

After dinner, guests will move out to the outdoor show floor at Elych Gardens, where you'll be joined by others attending the Preview Gala, to see the all-new and first outdoor Denver Auto Show in more than 100 years.

You'll enjoy Cocktails, coffee and desserts, as well as live entertainment. The whole evening, from beginning to end is designed to be festive, lovely and thoroughly enjoyable. And another first at the Denver Auto Show, suggested attire is "classy casual." We'll let you decide what that means!

A very special thanks

Preview Gala is made possible by the generous support of the companies who sponsor the event. Many heartfelt thanks to our loyal, tried and true sponsors of the 2021 Denver Auto Show Preview Gala!

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2017	Bill Hellman	Hellman Motor Company
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2015	Scott Ehrlich	Ehrlich Toyota
2014	Bob Ghent	Ghent Motor Company
2013	Jay Cimino	Phil Long Dealerships
2012	Mike Shaw	Mike Shaw Automotive
2011	Doug Moreland	Moreland Automotive
2010	Jack TerHar	Sill-TerHar Motors
2009	John Medved	Medved Chevrolet Cadillac
2008	Don Hicks	Shortline Automotive
2007	Lisa Schomp	Schomp Automotive
2006	Barbara Vidmar	Vidmar Motor Company
2005	Jeff Carlson	Glenwood Springs Ford
2004	Jim Morehart	Morehart Murphy Regional Auto Center
2003	Lee Payne	Planet Honda
2002	John Schenden	Pro Chrysler Jeep
2001	Dean Dowson	Empire Lakewood Nissan
2000	Kent Stevinson	Stevinson Automotive
1998	Fred Emich III	Emich Automotive
1996	Lloyd Chavez	Burt Automotive
1995	Jim Reilly, Sr.	Reilly Pontiac Buick GMC
1994	Herrick Garnsey	Garnsey Wheeler Ford
1993	Roland Purifoy	Purifoy Chevrolet
1992	Jim Suss, Sr.	Suss Pontiac Buick GMC
1991	Doug McDonald	McDonald Automotive
1990	Bob Markley	Markley Greeley
1989	Bob Fisher	Fisher Chevrolet Honda
1988	Harry Dowson	Empire Oldsmobile
1987	Joe Luby	Luby Chevrolet
1986	R.W. Dellenbach	Dellenbach Motors
1985	Hugh Tighe	Hugh Tighe Skyline Dodge
1984	Florian Barth	Kempf Lincoln
1983	R.S. Doenges	Doenges - Glass Ford
1982	Jack Maffeo	Craig Chevrolet
1981	Nate Burt	Burt Chevrolet
1980	Dwight Ghent	Ghent Ford Mercury
1979	Tony Fortino	Fortino-Jackson Chevrolet
1978	George McCaddon	McCaddon Pontiac Buick GMC Cadillac
1977	Gene Wilcoxson	Wilcoxson Buick GMC Cadillac
1976	Ralph Schomp	Schomp Oldsmobile
1975	Al O'Meara	O'Meara Ford
1974	Charlie Williams	Williams Chevrolet
1973	Vern Hagestad	Vern Hagestad Volkswagen
1972	Dick Deane	Dick Dean Chevrolet Buick
1971	Gene Markley	Markley Motors
1970	Russ Lyon	Lyon Chevrolet
	Bud Wells	Denver Post and Rocky Mountain News



In today's supercharged political environment, terms like "government overreach," and "Big Brother" don't mean much because of their overuse.

But with the Colorado Employee Traffic Reduction Program (ETRP), those terms were appropriate. State regulators wanted to require employers to assume the expense and headaches of forcing employees to quit commuting to work using single-occupancy vehicles (aka trucks, SUVs and cars) as a way to reduce greenhouse gases.

CADA and our partners resisted this Big Brother approach and we won, at least for now. Undoubtedly, others will be coming.

Ch-ch-ch-changes

We pushed back hard on ETRP, with 33 companies and business groups registering as interested parties ahead of the August 19-20 Colorado Air Quality Control Commission (AQCC) meeting where ETRP was to be voted on.

In a surprise move on July 20, the Colorado Department of Public Health and Environment announced it will explore a voluntary trip-reduction approach – the carrot instead of the stick – where a different approach will be discussed at that August meeting.

The original ETRP was cooked up by regulators to turn employers into the creators and enforcers of plans to reduce their employees' single-occupancy vehicle (SOV) commuting especially on the Front Range — most of which is part of an EPA "non-attainment area" — for controlling pollution.

Original ETRP requirements

Each business with more than 100 employees was to submit an ETRP

State regulators fold on heavy-handed emissions enforcement program

registration by early next year. Then it was to:

1. Appoint an Employee Transportation Coordinator.
2. Survey employees to assess commuting habits.
3. Choose from options, which included:
 - a. Telecommuting
 - b. Flexible scheduling
 - c. Using public transit
 - d. Ridesharing
 - e. Employer-provided shuttles
 - f. Providing EV charging infrastructure
4. Demonstrate employee trip reduction of at least 25% by January 1, 2023 and at least 40% by January 1, 2025 through options in 3. above.
5. Report annual progress.

Now, it's expected that large employers in the EPA's non-attainment area will be asked to survey their employees about commuting habits. Results will inform some opportunities to reduce employees' SOV trips, hoping to reduce them to 60 percent or fewer by 2025.

CADA fought ETRP on many fronts

CADA was a key organizer of ETRP opponents. We had several initiatives in the works, and will continue to evaluate how to respond to the anticipated circumstance. Among the efforts:

- Public opinion polling to gauge the public's mood on ETRP, although we are pretty confident the public isn't on the side of big government action. Having hard numbers to show is important.
- Support a study to show what the outcome would be for an ETRP-like

plan. Similar programs have been tried elsewhere, and the results have been pretty dismal.

- A social media campaign.
- Organize a public forum with national transportation experts – pro and con – on ways to get people to and from work, as well as to discuss how public monies are being spent on transit (versus fixing infrastructure), without really changing habits.

Great partners in our combined efforts

Our partners in fighting ETRP include several chambers of commerce, Colorado Competes, Downtown Denver Partnership, the National Federation of Independent Business, the Colorado Oil and Gas Association and the CADA-sponsored Freedom to Drive Coalition.

Congratulations to all our CADA members who were involved, and especially to our Legislative Policy Committee Chair, Tim Van Binsbergen, who tirelessly and strategically worked to oppose this misguided proposal. Thanks, too, to CADA's Matthew Groves, who handled CADA's and the Freedom to Drive Coalition's pre-hearing statements to the AQCC.

We support the ideas, just not the methods

Colorado's new car dealers support free-market solutions to solving Colorado's air pollution problem. We work to get high-polluting vehicles off the road through the Clear the Air Foundation.

Our industry has steadily reduced tailpipe emissions from internal combustion engines and welcome our manufacturers' push toward more hybrids, PHEVs and EVs. You'll see how much we support

~ Continued on page 8

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TUESDAY,
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5:30 P.M.

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6 – 7:30 P.M.

Colorado Automotive
Hall of Fame Dinner

7:30 – 10 P.M.

Preview Gala

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Did you know....

While researching a few medical insurance companies on how they are handling “post”-pandemic strategies, I came across several interesting and attention-getting facts.

Some of them may merely be fun to know, but others may be helpful as we move closer to fourth-quarter renewals and what should be included in benefit packages for your employees.

1. Based on a recent WalletHub survey, which was based on affordability, quality of life and overall health factors, Florida was the best state to retire. Colorado was second. New Jersey and New York were the bottom two.
2. Employees are more concerned about retirement since COVID-19.
 - 72% are concerned about affording healthcare
 - 68% are worried their savings will not last
 - 66% are not convinced Social Security or Medicare will be reliable in the future

3. Here are the top 5 benefits employees are considering during open enrollment, due to COVID-19
 - 40% will buy some form of life insurance
 - 30% will buy short-term disability
 - 29% will buy long-term disability
 - 27% will purchase critical illness insurance
 - 23% will buy hospital indemnity insurance
4. Most employers — 94% — believe they are doing enough to support employees’ mental health, while 69% of employees think their employer is doing enough.
5. A majority of employers — 70% — think their workplace is accepting of mental health challenges, while only 35% of employees believe their workplace is accepting the challenges of mental health.

6. SmartDollar reported that employers that do more on financial wellness programs see the following results:
 - 91% have a competitive advantage in recruiting
 - 88% have less stressed employees
 - 81% get improved mental health for employees
 - 77% say it has improved employee morale
7. AARP reported that 90% of workers say age discrimination is common:
 - 64% of women have experienced age discrimination
 - 59% of men have experienced age discrimination.
 - Only 3% of ALL workers file a complaint to HR or manager

Finally, employers will offer more voluntary benefits in 2022 and beyond.

	Currently offer	Will offer in 2022	Percentage of change
Identify Theft	53%	78%	+25%
Hospital Indemnity	42%	65%	+23%
Pet insurance	47%	69%	+22%
Critical Illness	57%	76%	+19%
Group Legal	58%	75%	+17%

~ Continued from page 6

cleaner vehicles at the upcoming Denver Auto Show.

We think that those are the ways to get the job done, not by turning businesses into Big Brother-style enforcers. It appears, at least for the time being, the regulators have listened. Not every CADA member would have come under ETRP — just those with more than 100 employees — but a significant number would, and it’s our belief

that it’s a very slippery slope.



Vice President of Legal,
Regulatory and Compliance

KIA Motors tests 2017 amendments to Colorado's franchise law on add points

In 2017, CADA went to the state legislature to modify Colorado's franchise law with a seven-part bill. One of the key provisions, codified at 44-20-125 and entitled 'New, reopened, or relocated dealer – notice required – grounds for refusal of dealer license,' reads in part:

“No manufacturer shall establish an additional motor vehicle dealer, reopen a previously existing motor vehicle dealer, or authorize an existing motor vehicle dealer to relocate without first providing at least sixty (60) days' notice to all of its franchised dealers within whose relevant market area the new, reopened, or relocated dealer would be located.”

In the event of a violation of this law, an adversely impacted dealer may protest in district court (or administratively). Before 2017, those protest rights were for dealers within a five-mile radius. After the 2017 amendments, the protest rights extended to any dealer within a 10-mile radius or any dealer who could show that the add point comprised 25 percent of its retail sales in a 12-month period over the past three years. It's worth noting that a protest right only allows an impacted dealer a day in court and does not guarantee success of the claim.

Designed to protect dealers' investments

This provision was designed to protect dealers' massive building upgrade investments from competition against new dealers of the same line-make. Since 2017, it had not been challenged by a major manufacturer.



Earlier this week, the United States District Court for the District of Colorado heard arguments in the case of DC Automotive v. Kia Motors of America, Inc. This case stems from closing a shop on Havana Street, then seeking to replace the missing store with a new Kia dealership.

Kia sent notice to the adversely impacted dealers (Arapahoe Kia and Peak Kia) in 2018 that it intended to open on Colorado Boulevard. The proposed location was more than 5 miles away from the impacted dealerships (the old standard) but was within 10 miles of Arapahoe Kia and constituted a significant portion of retail sales for Peak Kia (the new standard). Thus, this put the new dealership in

the “relevant market area” for both dealerships, providing protest rights for each one.

Court allows case to move forward

Kia unsuccessfully attempted to dismiss these protests on summary judgment in 2019. The court allowed the suit to proceed and heard arguments on the merits this week. As we await a final verdict in the coming months, CADA will keep you updated on the overall disposition of the case.

The fact that the case has made it to this stage is a testament to the strength of the 2017 amendment to the Colorado Franchise law.

MARK ZEIGLER



Dealers, CADA staff help governor's office promote EV use throughout state

At the request of the Governor's office, Clear the Air Foundation, along with some CADA staff members, recently participated in a marketing campaign with the Colorado Department of Tourism to promote the use of EVs in our state. The crew arranged shoots in Beaver Creek, Red Cliff, Twin Lakes, Salida, Creede and Lake City.

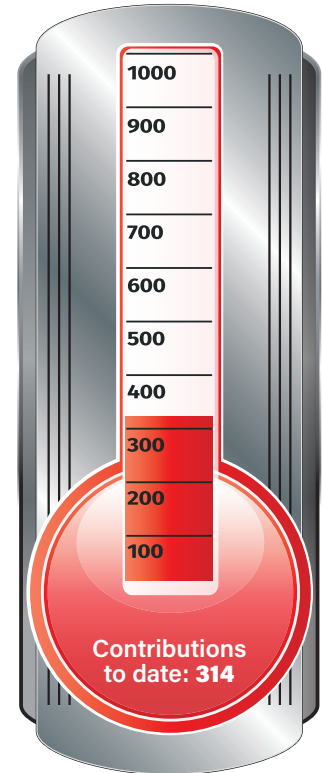
It was quite the adventure and an opportunity to learn how EVs work. Thank you to all the dealers who generously provided vehicles, and in some cases drivers, to be used for the event:

- Nissan Leaf – Tynan's Nissan: **Sean, Ed and Matt Tynan**
- Volkswagen ID4 – Tynan's VW: **Sean, Ed and Matt Tynan**
- Porsche Taycan – Porsche of Littleton: **Shawn Evans**
- Ford Mustang Mach E – Summit Ford: **Ryan Ramsay**

- Chevrolet Bolt – Mountain Chevrolet: **Michael Payne**
- Audi e-tron – Audi Colorado Springs: **Chris Holt**
- Kia Niro EV – Durango Motor Company: **Michael Aus**
- Volkswagen ID4 – McDonald VW: **Steve Powers**

Thank you for the EV video and camera photo shoot drivers:

- **Matthew Groves**, CADA
- **Mark Zeigler**, Clear the Air Foundation
- **Tim Jackson**, CADA
- **Johan Payan-Moreno**, Mountain Chevrolet
- **Briant Vigil**, Audi Colorado Springs
- **Jarrold Lancing**, Durango Motor Company
- **Paul Skold**, retired



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JUNE DONATIONS

Dealer Donations

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Mountain States Toyota	5
Dellenbach Motors	2
Grand Junction Chrysler Dodge Jeep Ram	2
Pueblo Dodge Chrysler Jeep Ram ...	2
Schomp Honda	2
AutoNation Dodge Ram Arapahoe ...	1
AutoNation Subaru Arapahoe	1
Flower Motor Company	1
Fuoco Motors	1
McCaddon Cadillac Buick GMC	1
Morehart Murphy Regional Auto Center	1
Phil Long Glenwood Springs Subaru .	1
Phil Long ValuCar Motor City	1
Schomp Hyundai	1
Schomp Subaru	1
Shortline Buick GMC	1
Spradley Chevrolet	1
The Faricy Boys Ford	1
Total Dealer Donations June ...	32

Non-dealer Donations

Private Donation 2

Total Donations June..... 34



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Member Services Coordinator

Census 2021

Thanks to dealers for such huge participation this year

At CADA, we understand how time is one of your most coveted assets for you and your dealership.

Information you provide through the census is critical to CADA operations, especially this year, as there was much more staff movement from one dealership to another last year. Others left the industry and several dealerships were sold or transferred ownership.

So it's important that we maintain accurate records for each dealership.

It's why we took a cue from how quickly you and your dealerships adopted an online presence during the early weeks of the COVID-19 pandemic last year — and tested electronic delivery of the census this year.

PDFs a tool of the past

Our previous PDF system had its time and its place. However, we discovered over the past two years that they left plenty of room for human error. And they were time consuming to upload to our database.

The goal

In previous years, the census produced a respectable 15-20 percent response. Because we hoped we could do better with the '21 Dealer Census, we created a digital version, and set our sights on a conservative 25 percent response.

The results

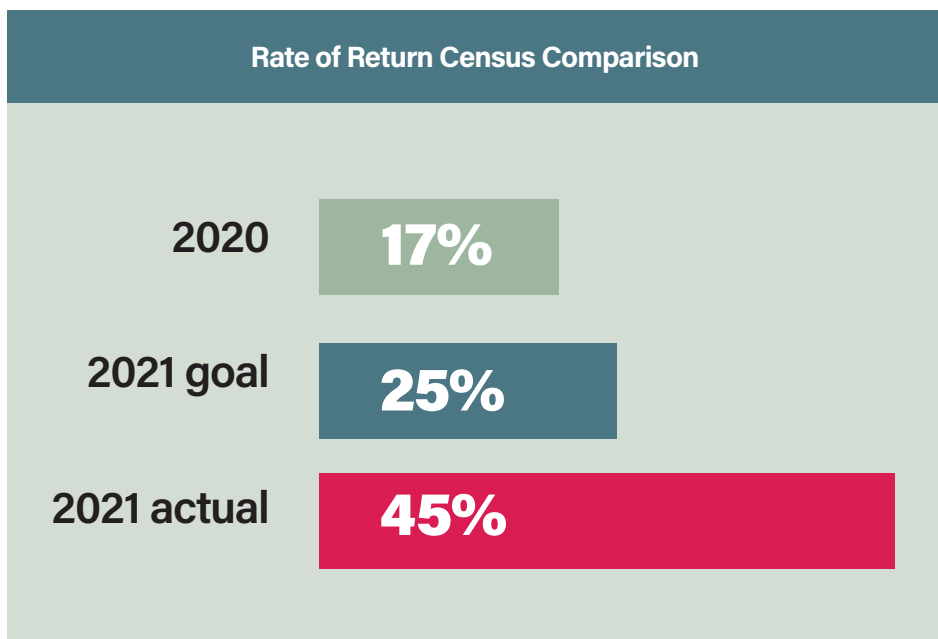
Thanks to your participation, we crushed that goal, as dealer response went through the roof!



With a remarkable **45 percent** response, the 2021 Dealership Census was a monumental success!

THANK YOU for participating!

Your responses will ensure CADA has a more accurate database AND better one-on-one communications with you!



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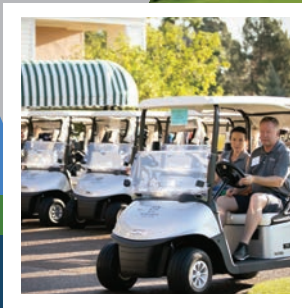
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- ▶ General Sessions through Friday afternoon!
- ▶ Friday evening Gala!
- ▶ Breakfast Saturday morning!



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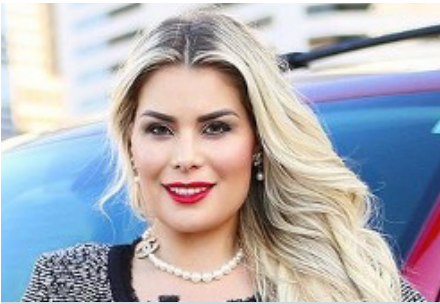
MEMBER NEWS

Congrats to Colorado Springs' Laissa Sanchez and Sevan Stryker as nation's top 40 under 40 dealers in 2021

— by *Automotive News*

This year's 40 Under 40 class holds a special distinction: It is our 10th annual list of the brightest stars in automotive retailing, bringing the program's honoree count up to 400. This year's standouts have been through back-to-back challenges of a

pandemic and now a global inventory shortage. From reviving failing stores to devising programs for remote sales or service, they're making a difference across their dealership groups.



Laissa Sanchez, 35
Managing Partner
Alpine Buick-GMC South
Colorado Springs

As a college intern pursuing a career in broadcast news, Laissa Sanchez became the face of Alpine Buick-GMC in Denver, appearing in TV commercials and infomercials that aired on the local Spanish Telemundo channel.

Fast-forward 15 years and Sanchez is managing partner and general manager of Alpine Buick-GMC South in Colorado Springs, Colo.

"What I thought started as a one-month, one-time gig ended up being a 15-year gig," Sanchez said.

Sanchez, who has a bachelor's degree in journalism and with a minor in marketing from Metropolitan State University in Denver, said she realized during the filming of those commercials that she had a passion for auto retail.

In 2011, she officially went to work for Alpine Buick-GMC in Denver after appearing in the store's commercials for years.

"I started in sales, and I worked myself up all the way to GM," Sanchez said. "I worked in every position. I was in finance, used-car manager, new-car manager."

Years later, dealership owners Ivette Dominguez (an Automotive News 100 Leading Women in the North American Auto Industry honoree in 2020), and Mike Drawe, gave Sanchez her big break: They offered the then-general manager the opportunity to become a managing partner in a new store. Sanchez and Dominguez acquired Alpine Buick-GMC South in November 2018.

With Sanchez at the store's helm, vehicle sales more than tripled in 2019 compared with 2018, she said.

The sales gains led the store to the No. 1 spot for both GMC and Buick in its region in 2019, an achievement the store has maintained, Sanchez said.

Last year presented new challenges. Amid the early months of the coronavirus pandemic, vehicle sales at the dealership were prohibited. So Sanchez helped create an online showroom for vehicle purchases and a no-contact service concierge program.

"We rose to the occasion and used technology to our favor, and we became a full-service online dealership," she said.

Sanchez now aims to spend more time in the community and working with charities. She'd like to encourage more women to work at dealerships and more students to pursue auto retail as a career path.

"We need to make the auto industry more appealing to these new generations," she said.



Sevan Stryker, 39
General Manager
Bob Penkus Motor Co.
Colorado Springs

Sevan Stryker knows that regardless of what may be going on in the world, there's still an absolute need for dealerships. But he knows the culture is changing.

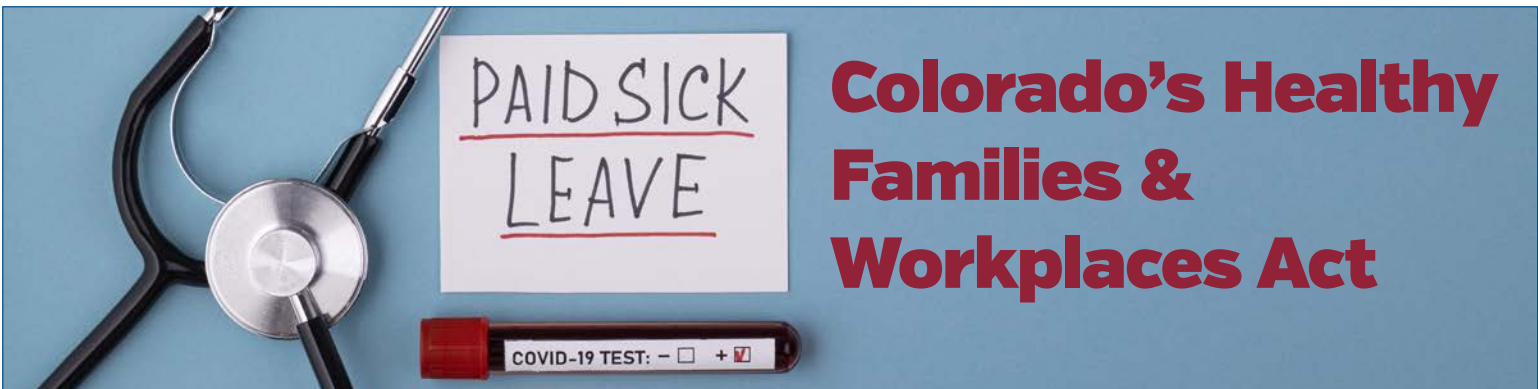
The COVID-19 pandemic did an excellent job of demonstrating that to him.

"Adapting to the new environment, to me, was a fun challenge," said Stryker, a general manager approaching his 19th year in the automotive industry. "It was finding various ways to still make sure our clients were taken care of."

It meant sanitizing every vehicle serviced during the viral outbreak. It meant ramping up a valet program in which dealership staff picked up a customer's vehicle for service so customers didn't have to worry about leaving home. It meant establishing a larger online presence to allow people to digitally buy vehicles.

Stryker says the new practices put in place to alleviate pandemic fears will carry over into the future because they're convenient.

~ Continued on page 16



Colorado's Healthy Families & Workplaces Act

How to address paid leave and employee abuse, now that it's law

The details

What

Colorado Healthy Families & Workplaces Act: How to address paid leave and employee abuse, now that it's law

When

Thursday, August 26, 2021
8:00 - 9:30 a.m. Webinar

Price

\$179

Register

www.colorado.auto/events

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Want to attend FREE? Call Craig Gordon: 303.457.5118
craig.gordon@colorado.auto

On January 1, Colorado's Healthy Families & Workplaces Act became law, where most employers must provide up to 80 hours of paid leave for COVID-19-related absences. In addition, employers with 16 or more employees must provide up to 48 hours of paid sick leave each calendar year.

The law leaves the door open for employee abuse. Because the law is deferential to employees, what can dealerships do when employees seem to be abusing the new rule? What questions can you ask – and equally important, what can't you ask?

Join us at 8 a.m. Thursday, August 26, as **Dean Harris**, Employers Council Attorney & Western Slope Area Manager leads the webinar, Colorado's Healthy Families & Workplaces Act: How to address paid leave and employee abuse, now that it's law.

Designed for dealer principals, general managers, HR managers, business managers and controllers, Dean will walk you through what happens to public health leave when the public health emergency ends. He'll discuss differences between paying employees for time off versus separated personal and sick leave, as well as how to pay public health emergency leave for commissioned sales and flag employees.

You'll learn

- The legal requirements of the Healthy Families & Workplace Act
- The difference between the general sick leave and public health emergency leave sections of the Act
- How to transition to the post-COVID workplace after the requirement for public health emergency expires
- Common situations that arise in drafting and managing leave plans under the Act

About our presenter



Dean Harris' career has centered on human resources and employment law issues. Early on, he clerked for Colorado Court of Appeals Judge Jose D.L. Marquez, followed by practicing employment, civil rights and criminal law as an associate attorney for Benezra & Culver, LLC.

He worked with Mountain States Employers Council as staff attorney from 2006-10, then as VP and HR Regional Manager for a community bank with 425 associates in 60 locations in California and Colorado, where he oversaw HR and employment law issues.

He rejoined Employers Council in May 2017 to represent the interests of Employers Council and its members on the western slope.



Colorado Automobile Dealers Association

~ Continued from page 14

"In today's world, people are extremely busy," he said. "That level of service was coming. I think COVID literally just expedited it and put it to the forefront."

Embracing the changing environment was a logical step to Stryker, who said he realized early in his career that investing time and effort into the car business translates to profit.

During the pandemic, the group for which he works — Bob Penkhus Motor Co. in Colorado Springs — saw a \$1.2 million net profit bump year over year. Service proficiency also rose from 67 percent to 105 percent.

In May, the three-rooftop company posted its highest-ever monthly net profit.

"To me, that's a statement," Stryker said. "That just shows that although we're dealing with all these hurdles — COVID, the pandemic, and then right into the inventory and chip shortage — we're still breaking records."

IN MEMORIAM



Joe Keesee 1946 - 2021

Joe and his wife Mary Ann moved to Cortez in 1971 when they purchased the Ford dealership, then Marsell Motor Company. They felt privileged to raise their family in the beautiful Montezuma Valley. Joe served on the board of Citizens State Bank, Cortez Economic Development Council and Four Corners Community Bank. He volunteered his efforts toward charitable initiatives in Cortez and the surrounding communities and gave much to the community he loved. Joe was a skilled golfer and low handicapper and was a member of Whisper Rock Golf Club in Scottsdale where he made many friends. Joe loved the outdoors and recreational opportunities of life in southwest Colorado. He was an avid hunter and fisherman and enjoyed fishing trips with his family and friends from the Sea of Cortez to the Gulf of Alaska. He and Mary Ann traveled the world together. Married for 52 years, Joe adored his children and grandchildren and never let too much time pass between visits.

Longtime Cortez resident and businessman, Joe Keesee passed away peacefully at his home on July 2, 2021

Joe was born in Fort Worth, Texas to Gilbert and Marguerite Rhodes. After his parent's divorce he moved to Hobbs, New Mexico as a three-year-old where his mother re-married H.K. (Ken Keesee). He had two half-brothers, Wayne and Michael Keesee. Joe's stepfather moved the family to Farmington, New Mexico during the oil boom in the mid 1950's. Joe attended Bluffview Elementary, Tibbets Junior High and Farmington High School where he excelled as a right-handed fast ball pitcher in the high school ranks and the Babe Ruth leagues. He was the starting pitcher for the first ever Babe Ruth World Series held in Farmington and for years held the strike out record at Farmington High School, collecting 17 K's in a single game.

Joe was preceded in death by his father Gilbert Rhodes; step mother Mabeth Rhodes; mother Marguerite Keesee; step-father Ken Keesee; and his half-brothers, Wayne and Michael Keesee. He is survived by his loving wife Mary Ann Keesee; his brothers, Mark Rhodes (Gwena) of Cleburne, Texas, and Brad Rhodes (Susie) of Fort Worth, Texas; his daughters, Angela Loewen (Rob) of Montrose, Colorado, and Amy Keesee of Denver, Colorado; his sons, David Keesee (Shannon) of Steamboat Springs, Colorado, Andrew "AJ" of Cortez, Colorado and adopted son Doak Belt (Ver) of La Jolla, California; eleven grandchildren and adoptive

grandchildren, Dylan Voytilla, Drew Loewen (Gina), Aiden Barnes, Henry Barnes, Kieran Keesee, Zoey Keesee, Arlo Keesee, Emerson Keesee, Ford Keesee, Kaden Belt and Wyatt Belt.

Joe will be missed by many in the Cortez community but particularly by the employees at Keesee Motor Company where his calm and thoughtful leadership garnered loyalty and admiration from the hundreds of men and women he employed over the past 50 years. Together they won the "not easy to come by" attention of Ford Motor Company and Ford Motor Credit Corporation as evidenced by multiple awards over the years including 12 Presidents Awards, the highest honor a Ford Dealer can earn. His low-key manner, dry wit, and wise counsel endeared him to many. Joe's days of wondering the fields and streams of southwest Colorado and golf courses all over the world may be over but his presence will always be felt by those many lives he touched with generosity and wisdom.

A celebration of Joe's life was held on Saturday, July 17, 2021.

Memorial contributions can be made in Joe's memory to Conquistador Junior Golf Foundation at Dolores State Bank, or to For Pets Sake Humane Society, PO Box 1705, Cortez, Colorado 81321.



**2021
Update!**



The details

What

Equal pay for equal work:
What we know 8 months in

When

Wednesday, August 25, 2021
8:00 - 9:30 a.m. Webinar

Price

\$179

Register

www.colorado.auto/events

BONUS!

Do you offer medical benefits to your employees through CADA Insurance Services?

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Want to attend FREE? Call Craig Gordon: 303.457.5118
craig.gordon@colorado.auto

Equal Pay for Equal Work

What we know 8 months in

After the Equal Work Equal Pay law went into effect January 1, Colorado's dealerships have witnessed some interesting unintended consequences as a result – and even more questions than dealers had last year.

For one, how does the law apply to those dealerships whose ownership is out of state, but employees' jobs are in Colorado? And now that the law has been in effect for 7 months, how do you develop pay bands, one of the biggest topics in employment law today?

Enforcement will begin in August, and if you're not in compliance, you could be fined \$5,000 a day until you are.

Join us at 8 a.m. Wednesday, August 25 as **Alexandra Bellanti**, Employers Council Pay Equity Attorney, Affirmative Action Planning Services leads the webinar Equal Pay for Equal Work: What we know 8 months in.

Designed for dealer principals, general managers, HR managers, business managers and controllers, Alex will discuss issues employers are facing today and how they're handling the new law – the biggest being evergreen postings and in-line promotions. She'll walk you through how to develop pay bands and outline court decisions that uphold the law.

You'll learn

- What may or may not be used to explain salary difference
- Pay band development and posting compliance
- Trends and how employers across Colorado are handling this new law
- What kind of enforcement actions are being levied – and the related fines
- How the law applies to dealerships whose headquarters are out of state, yet employees' jobs are in Colorado

About our presenter

Alex Bellanti joined Employers Council in the summer of 2018 as an attorney with the Employment Law Services department. In November 2020, she transitioned to a role as the Pay Equity Attorney within the Specialized Legal Services department, and works with the AAPS/Pay Equity Group on performing pay equity audits and advising members on related matters.



Alex specializes in wage and hour law, with a current emphasis on pay equity, along with discrimination and EEO law. Previously, Alex practiced Plaintiff's side employment law for nearly five years in Colorado and Oklahoma. Outside work, Alex enjoys skiing and Texas Rangers baseball.



Colorado Automobile Dealers Association



Why the 2021 Denver Auto Show may be the best one yet



Preparations for each edition of the Denver Auto Show always generate excitement and enthusiasm, but we've kicked it up this year: We have a new venue, a new time frame and some amazing exhibits we've never

had before. The atmosphere at CADA's headquarters is supercharged as we nail down the final details of the 2021 Denver Auto Show, presented by AAA.

A New Era: Post-pandemic

As the source of primary funding for CADA's annual budget, cancelling the 2020 Denver Auto Show presented us this year with a tremendous opportunity to rethink and reimagine what the Denver Auto Show could and should be.

When the idea came up to move the show someplace outdoors, it was one of those "Aha!" moments. And rather than looking for all the reasons why it wouldn't work, CADA's Board of Directors got pumped. As CADA's head optimist, President Tim Jackson put it, "Our board was very excited about going outside. No maybe or 'Might be a good idea,' it was, 'That's a good idea!'"

Garry Edgar, president of the show's producer, Paragon

Group, said, "We are thrilled about our new partnership with Elitch Gardens. Moving the show outdoors, alongside an iconic Denver landmark, brings a new energy and entertainment experience for our visitors."

Denver Auto Show Chair Fletcher Flower added, "When I look at Colorado, I see an active outdoor lifestyle state. This is the perfect opportunity to showcase what we have in the automotive space that fits that active outdoor lifestyle."

"Tim and I went to the Frankfurt Auto Show and saw an outdoor exhibit they set up. It just opens a wider array of different exhibitors and it's a chance to be creative and innovative."

The search for the best outdoor venue zeroed in on Elitch Gardens

fairly fast. "I think in a post-pandemic world, there's a desire to get out and engage the way we used to but in a safe environment," said Paragon Group Director of Marketing and PR Lowell Briggs. "Elitch Gardens is safe and comfortable for everyone."

New location and time: Elitch Gardens, September 15-19

Colorado is beautiful any time of year, but September is probably the pinnacle. The weather is delightful and flowers are still blooming. It's a great time for the Denver Auto Show to showcase manufacturers' latest vehicles at an outdoor venue like Elitch Gardens. The show is being staged in the parking lot, so we'll have plenty of room to spread out.

Elitch Gardens is a perfect venue for other reasons, too. Centrally located just outside of Lower Downtown Denver, it's close to other action, easily accessed by driving, light rail or bus — and with plenty of parking. While Elitch Gardens is closed weekdays after Labor Day, it brings in revelers on the weekend, which is also when our biggest crowds traditionally come out for the Denver Auto Show. What's more, tickets will be available for admission to the Denver Auto Show AND Elitch Gardens.

Weather shouldn't be an issue. When researching the last several years' weather data before committing to the venue, we discovered that average rainfall in September is only 1.14," and we're well out of hail and tornado season. Meanwhile, the summer heat is giving way to more moderate temperatures.

New venue fits buyer demographic shift

A recent New York Times article pointed out that for the first time, Millennials are buying vehicles at a higher rate than Baby Boomers. "The dynamics of the marketplace are changing, along with the dynamics of society," Briggs said. "With the pandemic, there's an emphasis now on being able to get away independently."

For dealers, that's more good news, as it translates to

sales. The Denver Auto Show, with its new profile, is an opportunity to show what we can offer to this buyer cohort.

New energy: Electric

The automotive industry is rapidly changing to embrace electric vehicles (EVs) — and they'll be front and center at the Denver Auto Show.

It's no secret that there is a lot of interest in alternative fuel vehicles. It's also no secret that Colorado's politicians and regulators are enthusiastically pushing electric vehicles as a way to cut emissions of greenhouse gases. We have it covered.

One of the most significant exhibits at the Denver Auto Show will be the Xcel Energy Garage, modeled after a standalone home garage with an example of a home EV charging station, along with information available about how a station can be installed in EV drivers' garages.

Several models of electric vehicles will be on display, and Xcel is offering first-ever EV Ride 'n Drive, so people can see what EVs are really like. According to Jackson, Xcel had the same exhibit at the recent Twin Cities Auto Show, where consumers took more than 2,300 drives.

Ford has promised to display its brand-new F-150 Lightning electric pickup, and there's a possibility one might be available for the traditional manufacturers' Ride and Drive Event at the show. Also, Ford is expected to bring the new MachE Mustang, which has seen huge sales.

"This year's Denver Auto Show, more than any other, gives us a new kind of engagement opportunity with potential customers," said Paragon's Briggs. "With the emergence of EVs and the accompanying technology there's a renewed interest in automotive development and new model launches."

Of course, the kickoff to this New Energy at the Denver Auto Show is the Green Car Parade, which will showcase many models of EVs, PHEVs and hybrids on Sunday, September 12 at the State Capitol building.

But wait, there's more!

Naturally, the stars are the latest-model trucks SUVs and cars from Ford, RAM, Toyota, WHAT ELSE???

We'll have some first-time exhibits at the first outdoor Denver Auto Show in more than 100 years (one may rival any heart-stopping ride at Elitch Gardens itself), including:





- **RAM® Truck Territory.** This fully interactive ride is billed as the “ultimate in-truck adventure.” Guided by professional drivers, riders in RAM 1500, 2500 and 3500 trucks on the several-thousand-foot obstacle course will experience first hand steel culverts, a high-banked wedge to test stability, a demo of how the trucks handle going down ‘RAM Mountain,’ followed by an amazing demo of how well the trucks life and haul heavy payloads.
- For your family’s ‘two-wheel’ adventurers, **BMX Pro Trick Team** will perform in three shows on Friday, four on Saturday and three on Sunday.
- While **Dream Street’s** exotic cars — Ferrari, Lamborghini, McLaren, Aston-Martin, Bentley, Maserati and Rolls Royce — returns to the show this year, **Lamborghini** has a guaranteed-to-make-you-smile first:

An engineer from Erie, and his son, who had learned about Lambos from playing video games, decided it would be a fun father-son project to build their own Aventador, using 3-D printed parts. They worked for a couple of years, and now will be at Elitch Gardens with their 3-D Lamborghini. There’s a real twist to the story, which you can watch at <https://bit.ly/3r3rC9A>.

- **Toyota** is going all-out with a massive standalone structure. “It’s a really spectacular deal,”

according to Jackson. You’ll step up a couple of feet into the exhibit building, where the whole Toyota lineup will be on display. “Toyota’s luxury brand, Lexus, will have a smaller structure that will be constructed even higher off the ground.”

- **Ford** will show off that Mustang MachE, the F-150 Lightning and the all-new Bronco.

Favorites from past auto shows, will continue to tantalize show attendees, including:

Camp Jeep®. Its challenging rough terrain and over-the-mountain ride will bring with it the all-new 2022 Grand Wagoneer, Wagoneer and Jeep Grand Cherokee, along with various Wrangler models.

Gearhead City features local auto clubs that will display their hottest vehicles, including:

- **September 17** — Denver Corvette Club
- **September 18** — Denver Mustang Club
- **September 19** — Highlands Ranch Hotrodders Race Cars from the Sports Car Club of America
- **Special days**
Thursday: Military and Seniors
Friday: Industry Night

The place to see and be seen

Attendance numbers at shows throughout America dispute the claims by some manufacturers and dealers that claim auto shows are in decline. And, to quote a 2018 opinion by Motor Trend’s Mark Rechtin:

“Look, if auto shows were dying, we’d see the public voting with their shoe leather (as is the case with declining movie theater attendance). But for now, the turnstile counts remain strong. Yes, auto shows and automakers are adjusting their business models to account for the changing competitive landscape, internet shopping, social media and virtual reality. What we’re seeing is

that Americans still want to see the sheetmetal, sit in the seats and kick the tires.”

And now, a word from our sponsors

Sponsors are critical to our success. A deep and sincere thanks to the following organizations and companies that see returns on their investments year after year after year as sponsors of one of the biggest consumer events in Denver.

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CADA Insurance Services now offers an affordable ACA-qualified and ERISA-compliant health plan solution. There are four plans to choose from – and H S A. Catastrophic coverage can be added.

The key enhancement is your employees can choose what will work best for them.

The best part? All products are level funded, which means a portion of your premiums can be refunded to you.



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- No deductible, first-dollar coverage
- Prescription coverage
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Colorado Automobile Dealers Association

Colorado Auto Outlook™

Coverage of the Colorado new and vehicle markets

FORECAST

Chip shortages to prevent market from perhaps approaching record high in '21

As mentioned in the previous release of Auto Outlook, if new vehicles sales in 2021 were solely a function of demand, the state market would have been off to the races. And this was evident in the first half results. Even with supply bottlenecks and inventory shortages, new retail light vehicle registrations soared 20.6% versus depressed year-earlier levels, and were down slightly compared to the historically strong results in 2019. If inventories were plentiful, it's possible that state registrations could have been headed for an all-time high in 2021.

Healthy sales so far this year are due to unprecedented strength in the three key pillars of demand. Consumers have an elevated **ability, want, and need** to purchase new vehicles. Individually and collectively, these three forces are at levels unseen for perhaps the past 30 years. Each is summarized below.

Consumers have the ability to purchase new vehicles. The combination of historically low interest rates, rising wages, accumulated savings during the pandemic, record high house-

hold net worth, and elevated trade in values have supercharged consumer affordability, putting a new vehicle purchase within reach for a significant percentage of households.

Consumers want to purchase new vehicles. It's evident that the desire for personal transportation has spiked as a result of the pandemic. In addition, the bevy of new products hitting the market that offer an unprecedented array of body styles, powertrains, and safety features have undoubtedly lured many shoppers to enter the market.

Consumers need to purchase new vehicles. The average age of vehicles on the road in the U.S. exceeds 12 years old. The average 12 year old vehicle is practically antiquated compared to cars and trucks on the market today. And the 12.5% decline in registrations last year has resulted in accumulated pent up demand. These postponed purchases will occur at some point in the future.

But sales volumes are determined by both demand AND supply. And perhaps more than at

any point in the industry's past, supply issues and inventory shortages are clearly the controlling factor putting a ceiling on sales this year. It goes without saying that dealerships never like to turn customers away, but there is a "silver lining" that partially offsets the pain of having more buyers than cars to sell: a cooling of the market, perhaps lasting for the rest of this year, will help to smooth out, and lengthen the post-pandemic sales recovery.

Forecast for Colorado New Vehicle Market



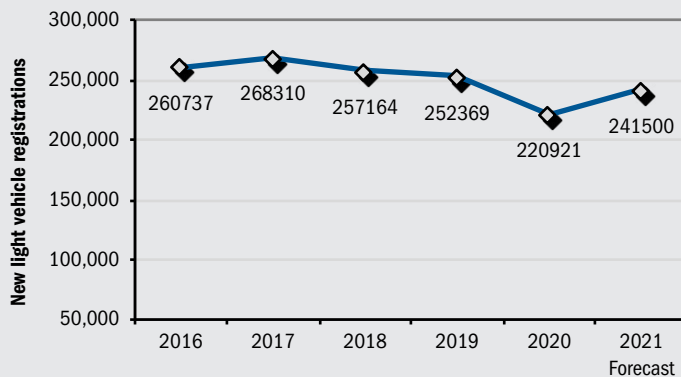
Predicted new retail registrations for all of 2021:

241,500 units, up 9.3% vs. 2020

Preliminary forecast for 2022:

254,800 units, up 5.5% vs. 2021

Annual Trend in State Market



Historical Data Source: AutoCount data from Experian.

The graph above shows annual new retail light vehicle registrations from 2016 thru 2020 and Auto Outlook's projection for 2021.

Market Summary

	YTD '20 thru June	YTD '21 thru June	% Chg. '20 to '21	Mkt. Share YTD '21
TOTAL	102,549	123,723	20.6%	
Car	17,339	17,218	-0.7%	13.9%
Light Truck	85,210	106,505	25.0%	86.1%
Domestic	41,489	49,528	19.4%	40.0%
European	11,384	14,005	23.0%	11.3%
Japanese	42,299	50,759	20.0%	41.0%
Korean	7,377	9,431	27.8%	7.6%

Data Source: AutoCount data from Experian.

Domestics consist of vehicles sold by GM, Ford, Stellantis (excluding Alfa and FIAT), and Tesla.

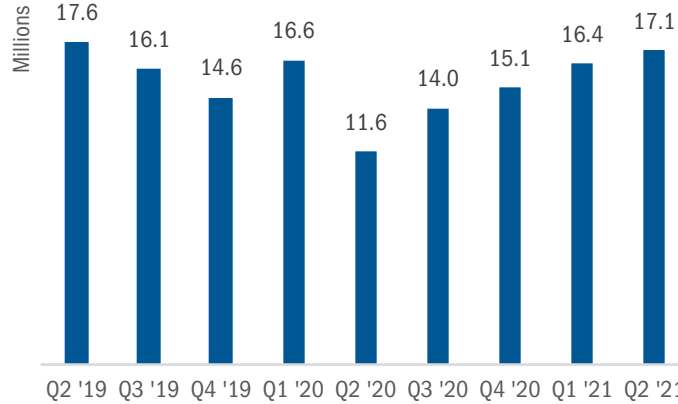


Colorado New Vehicle Market Dashboard



MARKET PERFORMANCE DURING PAST TWO YEARS

Colorado Quarterly Registrations
Seasonally Adjusted Annual Rate, Converted to Equivalent U.S. New Vehicle Market SAAR (millions of units)



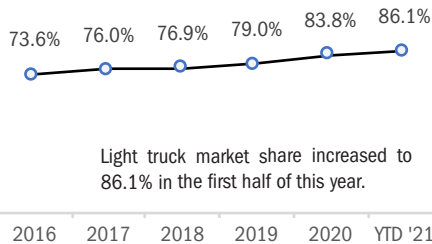
Data Source: AutoCount data from Experian.

The graph on the left provides an easily recognizable way to gauge the strength of the state market. It shows quarterly registrations based on a seasonally adjusted annual rate. These figures are then indexed to SAAR sales figures for the U.S. new vehicle market. So just like in the national market, when the quarterly SAAR is above 17 million units, the state market is strong, 15 million is about average, and below 13 million is weak. Quarterly registrations in the state reached 16.4 million units in the First Quarter of 2021 and exceeded 17 million in the Second Quarter.

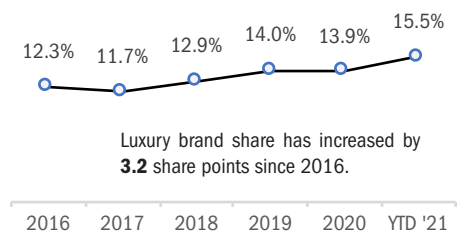


KEY TRENDS DURING PAST 5 YEARS

Light Truck Market Share 2016 thru 2020 and YTD '21 (June)



Luxury Brand Market Share 2016 thru 2020 and YTD '21 (June)



Data Source: AutoCount data from Experian.

At Auto Outlook, we strive to provide sound and accurate analyses and forecasts based upon the data available to us. However, our forecasts are derived from third-party data and contain a number of assumptions made by Auto Outlook and its management, including, without limitation, the accuracy of the data compiled. As a result, Auto Outlook can make no representation or warranty with respect to the accuracy or completeness of the data we provide or the forecasts or projections that we make based upon such data. Auto Outlook expressly disclaims any such warranties, and undue reliance should not be placed on any such data, forecasts, projections, or predictions. Auto Outlook undertakes no obligation to update or revise any predictions or forecasts, whether as a result of any new data, the occurrence of future events, or otherwise.

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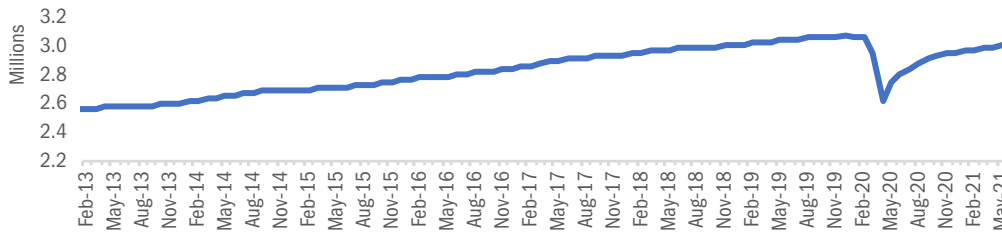
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Colorado New Vehicle Market Dashboard



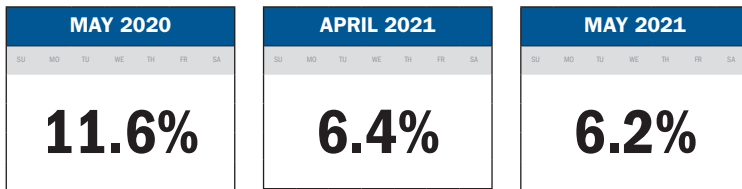
TRACKING ECONOMIC INDICATORS

Total Employment in Colorado



Total employment in Colorado was 3.0 million in May of this year, up from the low-point in April of 2020, but still off from pre-pandemic levels. The state unemployment rate was 6.2% in May of this year. Debt service payments as a percent of disposable personal income declined to a 8.2% in the first quarter of this year, a positive sign that household debt is under control.

Monthly Unemployment Rates in Colorado



Average Hourly Earnings for All Workers in State - May 2021



University of Michigan Consumer Sentiment (U.S.)

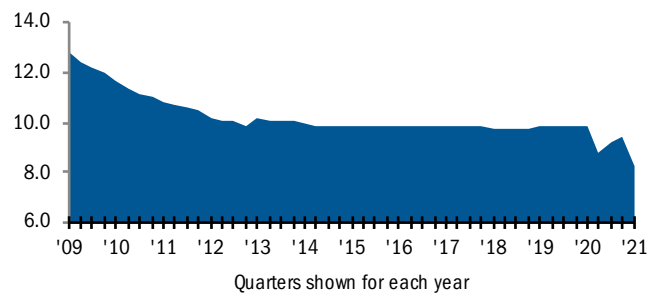


10 year high - 101.4 (Mar. 2018)
12 month high - 101.0 (Feb. 2020)

Most recent - 82.9 (May 2021)

10 year low - 55.7 (Aug. 2011)

Debt Service Payments as a % of Disposable Personal Income (U.S.)

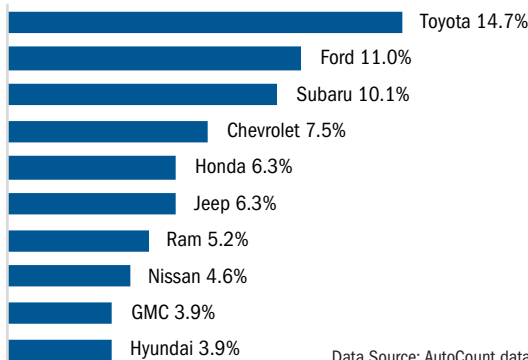


Sources: Bureau of Labor Statistics, University of Michigan, and U.S. Bureau of Econ. analysis.



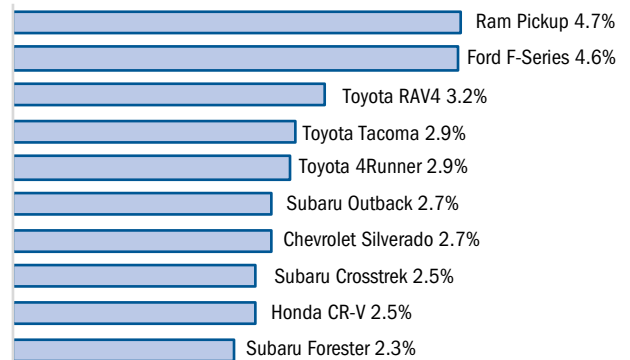
TOP TEN RANKINGS IN STATE MARKET

Market Share for Top Ten Selling Brands in State Market YTD 2021 thru June



Data Source: AutoCount data from Experian.

Market Share for Top Ten Selling Models in State Market YTD 2021 thru June





Federated Insurance's Claim of the Month — Could it happen to you?

An employee failed to place wheel blocks on an inventory vehicle that was sitting on an alignment rack. The vehicle transmission was placed in neutral and it rolled backwards into a machine.

CLAIM AMOUNT: \$20,000 damage to machine and \$10,000 damage to vehicle.

Employees need to remain aware of their surroundings and actions at all times, especially when working with vehicles and machines. It is important to present simple reminders in safety meetings for employees to slow down, and remember to block tires while workers are loading, unloading, hitching, unhitching, or servicing vehicles, machinery, or trailers. Properly blocking wheels can help prevent property damage and serious injuries caused by runaway vehicles, shifting cargo, and accidentally activated machinery or vehicles.

Federated Mutual Insurance Company is recommended by 19 state and national auto dealer associations for customized insurance programs and value-added risk management services, such as mySHIELD®, the Risk Management Resource Center, and the Federated Employment Practices Network®. Visit [federatedinsurance.com](https://www.federatedinsurance.com) or [contact your local marketing representative](#) for resources you can use to create or enhance your own risk management program.

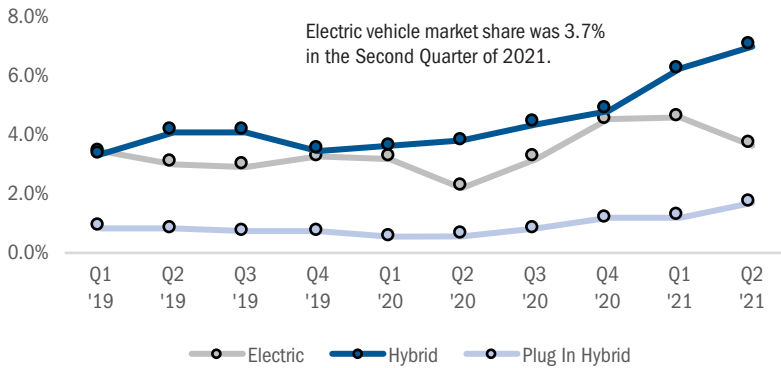
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Colorado New Vehicle Market Dashboard



TRACKING ELECTRIC AND HYBRID VEHICLE SALES

Estimated Quarterly Alternative Powertrain Market Share (includes hybrid and electric vehicles)



YTD Share by Engine Type (2020 and 2021, through June)

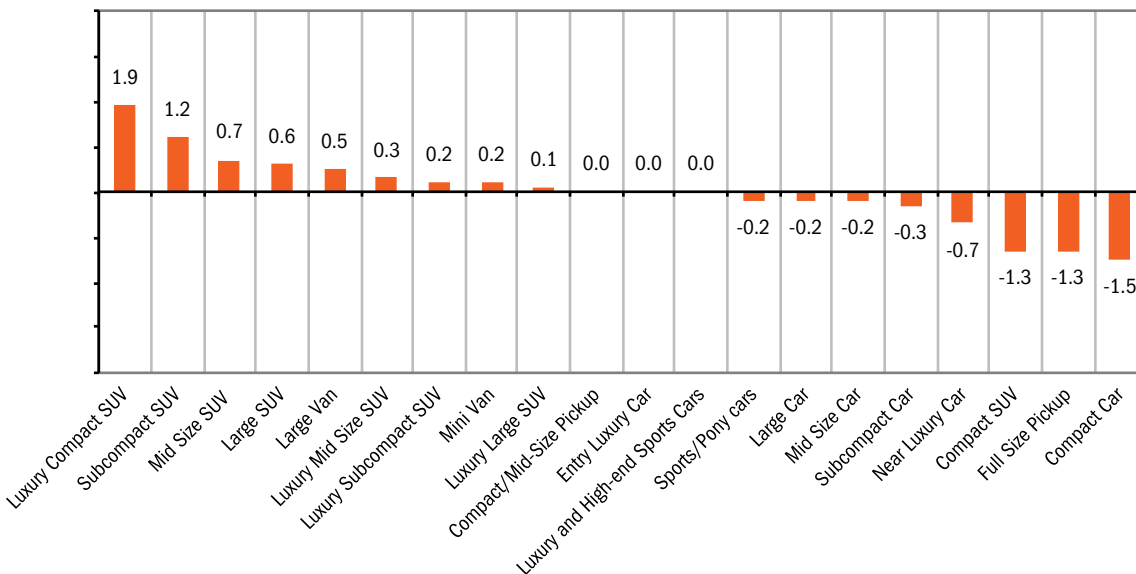
	Registrations		Market Share	
	YTD '20	YTD '21	YTD '20	YTD '21
Hybrid	3777	8177	3.7%	6.6%
Electric	2879	5128	2.8%	4.1%
Plug In Hybrid	579	1796	0.6%	1.5%

The graph above shows estimated hybrid powertrain and electric vehicle market share. Registrations by powertrain for vehicles equipped with multiple engine types were estimated by Auto Outlook. The estimates are based on model registrations compiled by Experian, and engine installation rates collected from other sources.



YEAR CHANGE IN SEGMENT MARKET SHARES

Change in Segment Market Share - YTD 2021 thru June v. YTD 2020



Segments with largest increases:

- Luxury Compact SUV
- Subcompact SUV
- Mid Size SUV

Segments with largest declines:

- Compact Car
- Full Size Pickup
- Compact SUV

Data Source: AutoCount data from Experian.

Brand Registrations Report												
Colorado New Retail Car and Light Truck Registrations												
	Second Quarter						Year to date thru June					
	Registrations			Market Share (%)			Registrations			Market Share (%)		
	2Q '20	2Q '21	% change	2Q '20	2Q '21	Change	YTD '20	YTD '21	% change	YTD '20	YTD '21	Change
TOTAL	40,498	59,684	47.4				102,549	123,723	20.6			
Cars	6,396	8,392	31.2	15.8	14.1	-1.7	17,339	17,218	-0.7	16.9	13.9	-3.0
Light Trucks	34,102	51,292	50.4	84.2	85.9	1.7	85,210	106,505	25.0	83.1	86.1	3.0
Domestic Brands	16,763	23,918	42.7	41.4	40.1	-1.3	41,489	49,528	19.4	40.5	40.0	-0.5
European Brands	4,547	6,666	46.6	11.2	11.2	0.0	11,384	14,005	23.0	11.1	11.3	0.2
Japanese Brands	16,165	24,427	51.1	39.9	40.9	1.0	42,299	50,759	20.0	41.2	41.0	-0.2
Korean Brands	3,023	4,673	54.6	7.5	7.8	0.3	7,377	9,431	27.8	7.2	7.6	0.4
Acura	329	499	51.7	0.8	0.8	0.0	810	974	20.2	0.8	0.8	0.0
Alfa Romeo	37	21	-43.2	0.1	0.0	-0.1	76	70	-7.9	0.1	0.1	0.0
Audi	764	1,272	66.5	1.9	2.1	0.2	2,092	2,658	27.1	2.0	2.1	0.1
BMW	667	1,117	67.5	1.6	1.9	0.3	1,906	2,482	30.2	1.9	2.0	0.1
Buick	263	579	120.2	0.6	1.0	0.4	687	1,006	46.4	0.7	0.8	0.1
Cadillac	226	394	74.3	0.6	0.7	0.1	618	881	42.6	0.6	0.7	0.1
Chevrolet	3,156	4,422	40.1	7.8	7.4	-0.4	7,641	9,270	21.3	7.5	7.5	0.0
Chrysler	94	220	134.0	0.2	0.4	0.2	295	434	47.1	0.3	0.4	0.1
Dodge	593	582	-1.9	1.5	1.0	-0.5	1,553	1,311	-15.6	1.5	1.1	-0.4
FIAT	9	6	-33.3	0.0	0.0	0.0	23	8	-65.2	0.0	0.0	0.0
Ford	4,824	6,565	36.1	11.9	11.0	-0.9	11,933	13,573	13.7	11.6	11.0	-0.6
Genesis	27	87	222.2	0.1	0.1	0.0	71	176	147.9	0.1	0.1	0.0
GMC	1,570	2,268	44.5	3.9	3.8	-0.1	3,675	4,866	32.4	3.6	3.9	0.3
Honda	2,400	3,980	65.8	5.9	6.7	0.8	6,291	7,775	23.6	6.1	6.3	0.2
Hyundai	1,635	2,333	42.7	4.0	3.9	-0.1	4,157	4,796	15.4	4.1	3.9	-0.2
Infiniti	253	218	-13.8	0.6	0.4	-0.2	665	481	-27.7	0.6	0.4	-0.2
Jaguar	78	112	43.6	0.2	0.2	0.0	197	203	3.0	0.2	0.2	0.0
Jeep	2,986	3,927	31.5	7.4	6.6	-0.8	7,226	7,795	7.9	7.0	6.3	-0.7
Kia	1,361	2,253	65.5	3.4	3.8	0.4	3,149	4,459	41.6	3.1	3.6	0.5
Land Rover	263	398	51.3	0.6	0.7	0.1	655	871	33.0	0.6	0.7	0.1
Lexus	591	1,059	79.2	1.5	1.8	0.3	1,618	2,144	32.5	1.6	1.7	0.1
Lincoln	243	455	87.2	0.6	0.8	0.2	677	860	27.0	0.7	0.7	0.0
Maserati	11	7	-36.4	0.0	0.0	0.0	30	20	-33.3	0.0	0.0	0.0
Mazda	834	1,328	59.2	2.1	2.2	0.1	2,258	2,693	19.3	2.2	2.2	0.0
Mercedes	853	975	14.3	2.1	1.6	-0.5	1,942	2,189	12.7	1.9	1.8	-0.1
MINI	95	150	57.9	0.2	0.3	0.1	274	309	12.8	0.3	0.2	-0.1
Mitsubishi	154	190	23.4	0.4	0.3	-0.1	438	395	-9.8	0.4	0.3	-0.1
Nissan	1,710	2,566	50.1	4.2	4.3	0.1	4,929	5,635	14.3	4.8	4.6	-0.2
Other	37	53	43.2	0.1	0.1	0.0	78	110	41.0	0.1	0.1	0.0
Porsche	175	315	80.0	0.4	0.5	0.1	413	643	55.7	0.4	0.5	0.1
Ram	2,465	3,116	26.4	6.1	5.2	-0.9	5,632	6,478	15.0	5.5	5.2	-0.3
Subaru	4,296	5,817	35.4	10.6	9.7	-0.9	10,688	12,474	16.7	10.4	10.1	-0.3
Tesla	343	1,390	305.2	0.8	2.3	1.5	1,552	3,054	96.8	1.5	2.5	1.0
Toyota	5,598	8,770	56.7	13.8	14.7	0.9	14,602	18,188	24.6	14.2	14.7	0.5
Volkswagen	1,232	1,684	36.7	3.0	2.8	-0.2	2,842	3,093	8.8	2.8	2.5	-0.3
Volvo	326	556	70.6	0.8	0.9	0.1	856	1,349	57.6	0.8	1.1	0.3

Source: AutoCount data from Experian.

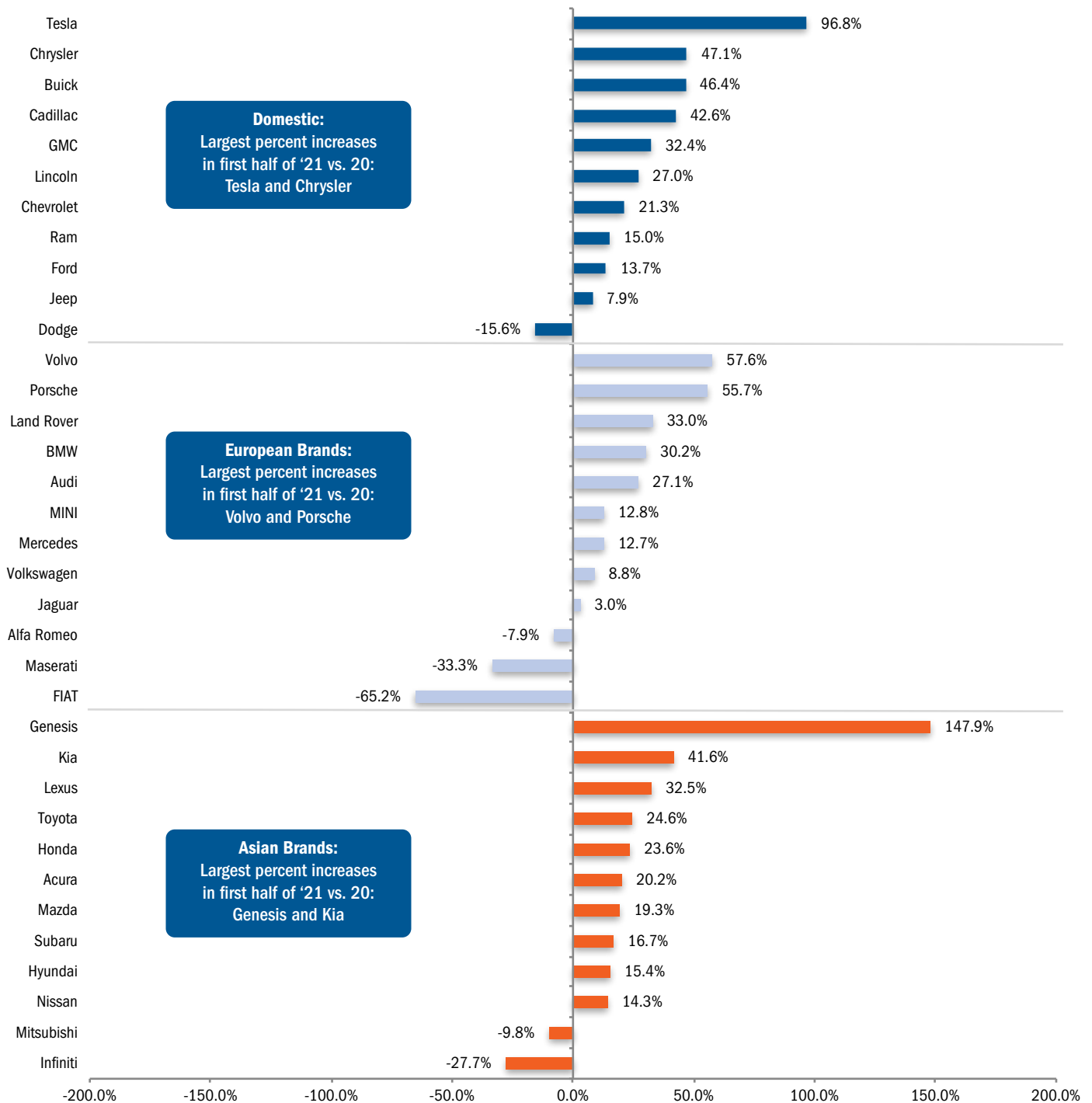
The table above shows new retail light vehicle (car and light truck) registrations in Colorado. Figures are shown for the Second Quarters of 2020 and 2021, and year to date totals. The top ten ranked brands in each category are shaded yellow.

BRAND SCOREBOARD

Most Brands Had Big Percentage Increases During 1st Half of '21

Industry registrations in the Colorado new vehicle market were up sharply during the first six months of 2021, but there was still some variation in how some brands fared. The graph below provides a comparative evaluation of brand sales performance in the state market. It shows the year-to-date percent change in registrations for each brand, organized by category (i.e., Domestic, European, and Asian).

**Percent Change in State New Retail Light Vehicle Registrations
YTD 2021 thru June v. YTD 2020**

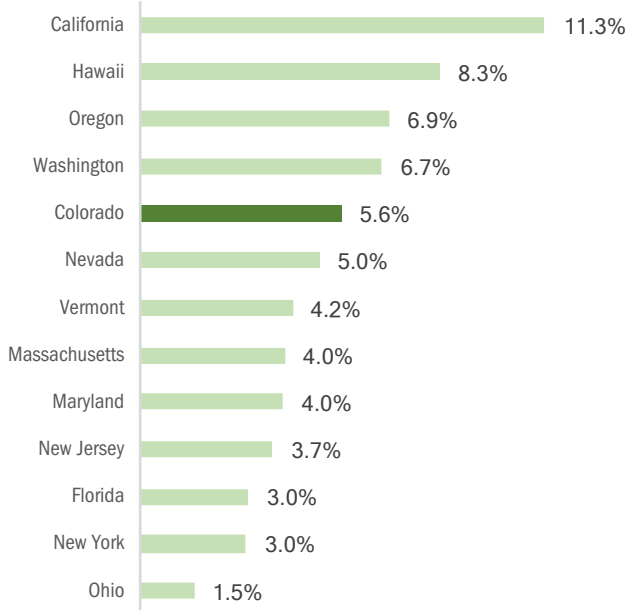


Data Source: AutoCount data from Experian.

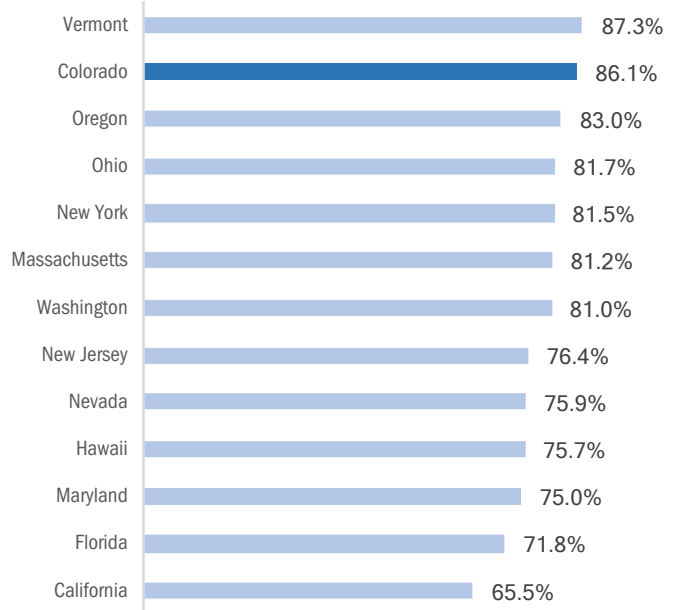
Comparison of Selected State Markets

The graphs below compare three primary indicators for selected state markets: combined market share for electric and plug in hybrid models, light truck market share, and market shares for the top five selling brands in Colorado. Colorado was ranked fifth out of the 13 markets for electric/plug in hybrid market share, and second for light truck share.

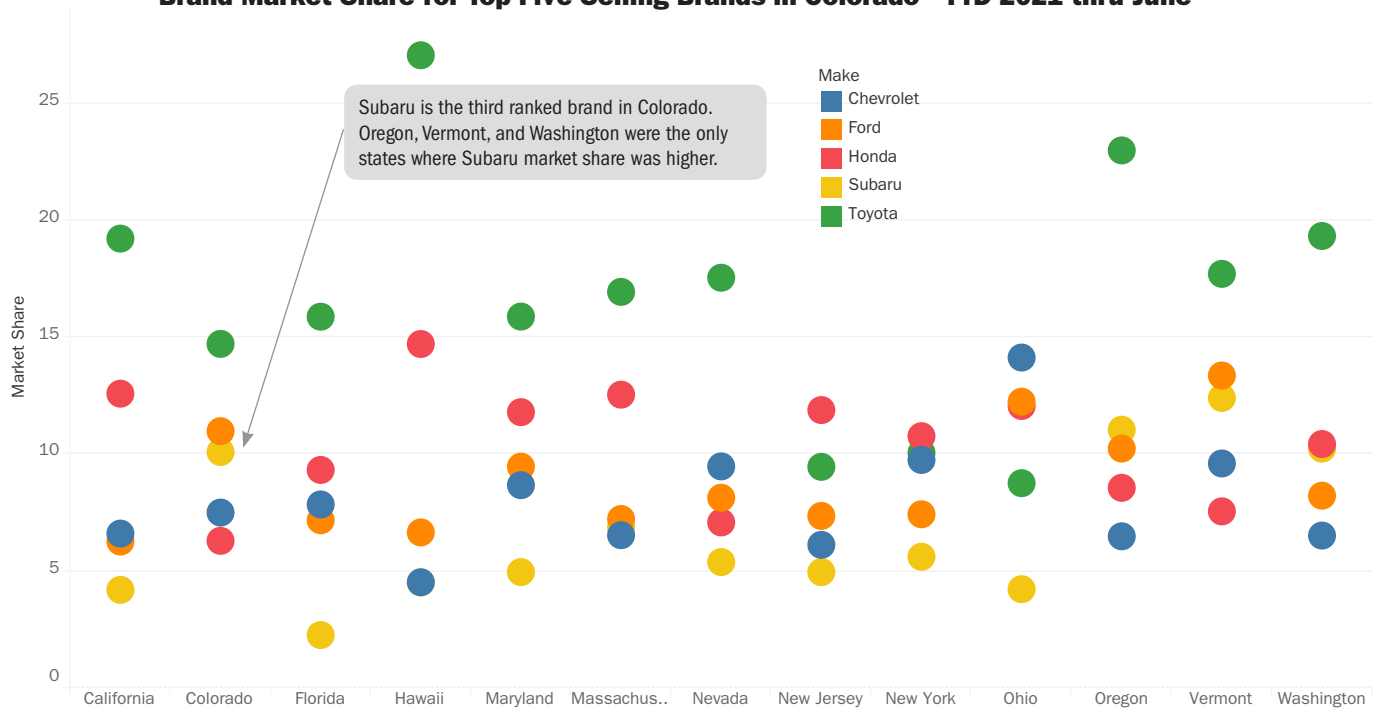
Combined Electric and Plug In Hybrid Vehicle Market Share YTD 2021 thru June



Light Truck Market Share YTD 2021 thru June



Brand Market Share for Top Five Selling Brands in Colorado - YTD 2021 thru June



The graph above shows market share for the top five selling brands in Colorado. Each colored circle corresponds to market share for a specific brand, as depicted in the legend at the top of the graph. Some circles overlap for brand market shares that are almost identical.

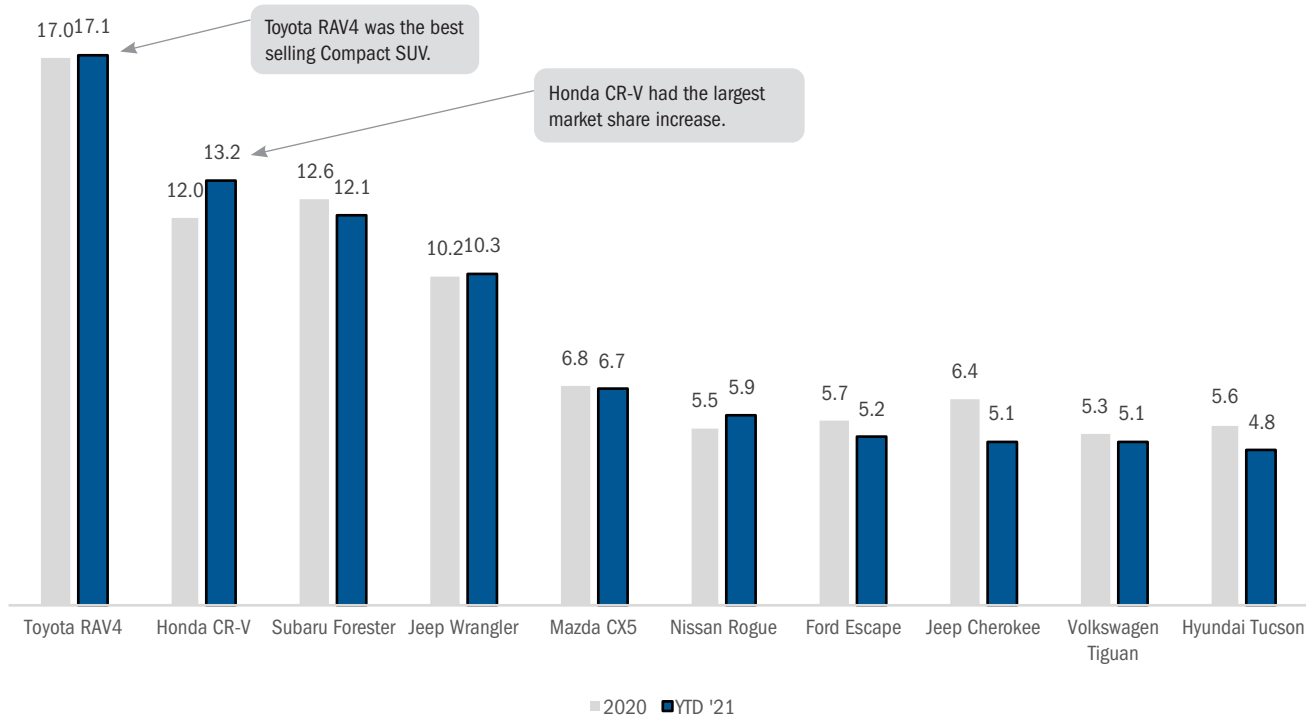
Data Source: AutoCount data from Experian Note: figures for some states are thru May of 2021.

MODEL SCOREBOARD

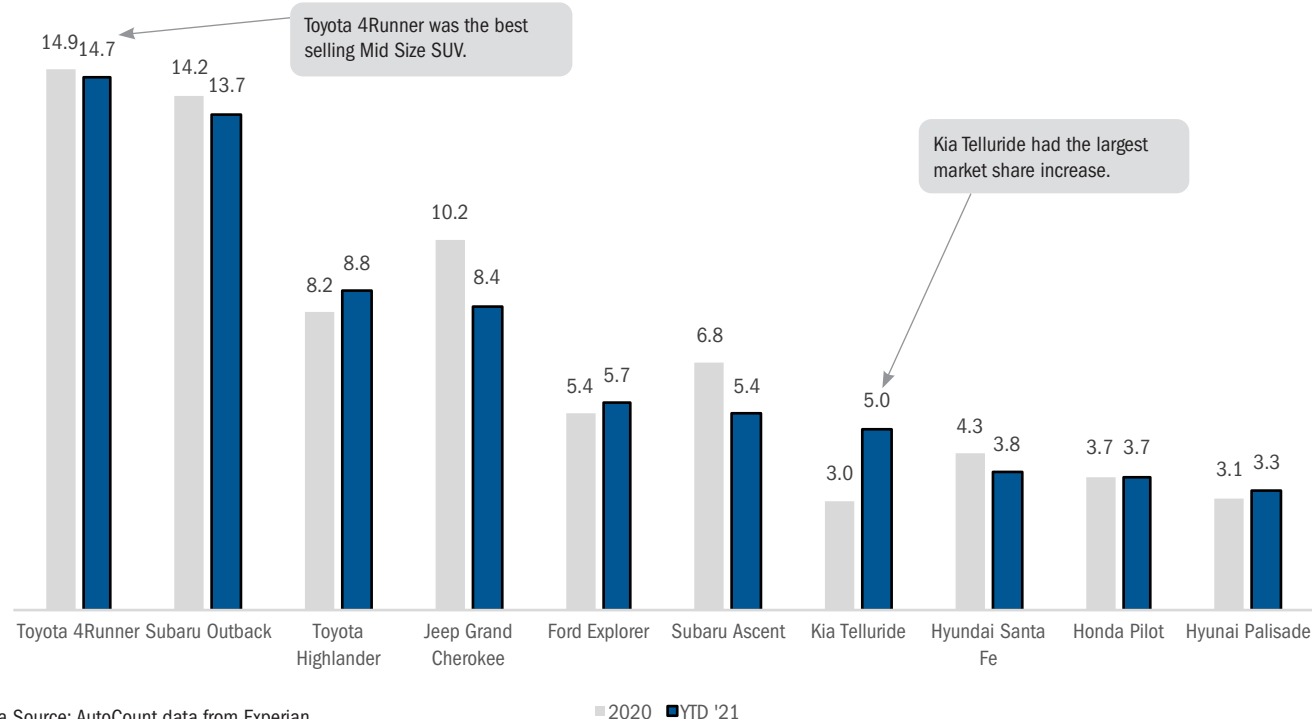
4Runner is On Top of Mid Size SUV Segment; CR-V Share Is Up

The two graphs below show market shares in the state Compact and Mid Size SUV segments for all of 2020 and the first six months of 2021. Includes the top ten selling models in each segment.

Change in Market Share for Top 10 Selling Compact SUVs - 2020 Annual and YTD 2021 thru June



Change in Market Share for Top 10 Selling Mid Size SUVs - 2020 Annual and YTD 2021 thru June



Data Source: AutoCount data from Experian.

■ 2020 ■ YTD '21

MODEL RANKINGS

Ram Pickup is Best-Seller in State Market

The table below shows the top five selling models during the first six months of 2021 in 20 segments. In addition to unit registrations, it also shows each model's market share in its respective segment.



BEST SELLERS IN PRIMARY SEGMENTS

- Compact Car: Subaru Impreza
- Mid Size Car: Toyota Camry
- Near Luxury Car: Tesla Model 3
- Comp./M.S. Pickup: Toyota Tacoma
- Full Size Pickup: Ram
- Mid Size SUV: Toyota 4Runner
- Large SUV: Chevrolet Tahoe
- Luxury Mid Size SUV: Lexus RX

Top Selling Models in Each Segment - New Retail Light Vehicle Registrations (YTD 2021 thru June)

Cars											
Subcompact			Compact			Sports/Pony Cars			Mid Size		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Chevrolet Bolt	265	27.0	Subaru Impreza	1437	22.0	Ford Mustang	324	36.9	Toyota Camry	1006	25.4
Nissan Versa	159	16.2	Honda Civic	918	14.0	Dodge Challenger	269	30.6	Honda Accord	601	15.2
Chevrolet Spark	135	13.7	Nissan Leaf	749	11.4	Chevrolet Camaro	136	15.5	Nissan Altima	433	11.0
Kia Rio	107	10.9	Toyota Corolla	707	10.8	Mazda MX5	87	9.9	Subaru Legacy	433	11.0
Honda Fit	107	10.9	Volkswagen Jetta	553	8.5	Hyundai Veloster	42	4.8	Kia K5/Optima	405	10.2
Large			Entry Luxury			Near Luxury			Luxury and High End Sports Cars		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Dodge Charger	203	38.4	BMW 2-Series	124	34.3	Tesla Model 3	815	32.5	Chevrolet Corvette	247	17.0
Toyota Avalon	105	19.9	Audi A3	93	25.7	BMW 3-Series	251	10.0	BMW 5-Series	137	9.4
Nissan Maxima	86	16.3	Mercedes CLA-Class	55	15.2	Audi A4	168	6.7	Mercedes E-Class	122	8.4
Chevrolet Impala	64	12.1	Mercedes A-Class	54	14.9	Audi A5	157	6.3	Audi A6	105	7.2
Chrysler 300	57	10.8	Acura ILX	22	6.1	Mercedes C-Class	148	5.9	Tesla Model S	100	6.9
Light Trucks											
Compact/Mid Size Pickup			Full Size Pickup			Mini Van			Large Van		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Toyota Tacoma	3616	45.7	Ram Pickup	5754	30.1	Toyota Sienna	655	40.0	Ford Transit Connect	797	36.3
Ford Ranger	1243	15.7	Ford F-Series	5701	29.8	Honda Odyssey	362	22.1	Ram Promaster	724	33.0
Jeep Gladiator	1109	14.0	Chevrolet Silverado	3306	17.3	Chrysler Pacifica	351	21.4	Mercedes Sprinter	275	12.5
Chevrolet Colorado	785	9.9	GMC Sierra	2823	14.7	Dodge Caravan	180	11.0	Nissan NV	170	7.7
Nissan Frontier	492	6.2	Toyota Tundra	1113	5.8	Kia Carnival	38	2.3	Chevrolet Express	160	7.3
Subcompact SUV			Compact SUV			Mid Size SUV			Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Subaru Crosstrek	3115	32.3	Toyota RAV4	4011	17.1	Toyota 4Runner	3572	14.7	Chevrolet Tahoe	807	25.5
Hyundai Kona	825	8.6	Honda CR-V	3099	13.2	Subaru Outback	3329	13.7	Ford Expedition	705	22.3
Kia Seltos	739	7.7	Subaru Forester	2827	12.1	Toyota Highlander	2140	8.8	GMC Yukon	496	15.7
Honda HR-V	672	7.0	Jeep Wrangler	2423	10.3	Jeep Grand Cherokee	2035	8.4	Chevrolet Suburban	398	12.6
Buick Encore	581	6.0	Mazda CX5	1574	6.7	Ford Explorer	1388	5.7	GMC Yukon XL	265	8.4
Luxury Subcompact SUV			Luxury Compact SUV			Luxury Mid Size SUV			Luxury Large SUV		
Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share	Model	Regs.	Share
Volvo XC40	344	26.1	Tesla Model Y	1971	29.0	Lexus RX	1049	19.1	Cadillac Escalade	356	26.2
Audi Q3	321	24.4	Audi Q5	1071	15.8	BMW X5	607	11.1	BMW X7	202	14.8
Mercedes GLA-Class	220	16.7	BMW X3	626	9.2	Volvo XC90	469	8.6	Lincoln Navigator	194	14.3
Mercedes GLB-Class	122	9.3	Acura RDX	470	6.9	Mercedes GLE-Class	421	7.7	Mercedes GLS-Class	174	12.8
Lexus UX	109	8.3	Mercedes GLC-Class	453	6.7	Acura MDX	377	6.9	Cadillac XT6	123	9.0

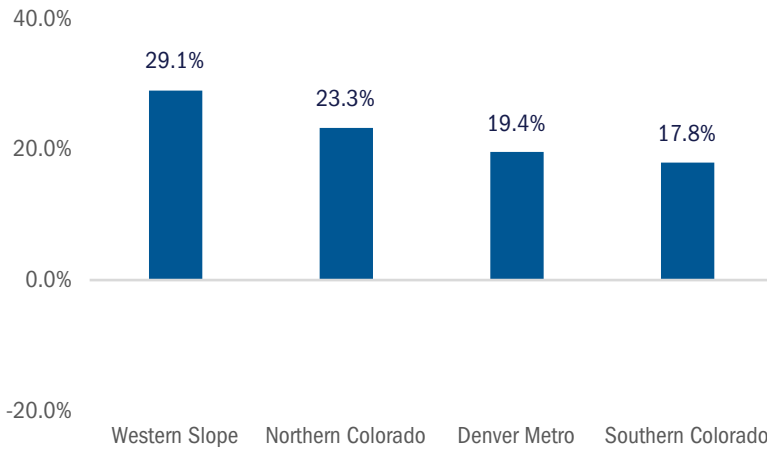
Data Source: AutoCount data from Experian.

Review of Regional New Vehicle Markets in Colorado

New Retail Light Vehicle Registrations in Regional Markets											
	YTD thru June			Light truck market share (%)			Market share for top 5 selling brands in state				
	YTD '20	YTD '21	% change	YTD '20	YTD '21	change	Toyota	Ford	Subaru	Chevrolet	Honda
Denver Metro	57,814	69,038	19.4%	82.2	85.7	3.4	15.1	8.8	10.4	6.4	6.4
Northern Colorado	13,652	16,834	23.3%	83.9	86.3	2.4	13.8	13.5	10.0	7.3	6.9
Southern Colorado	15,178	17,886	17.8%	79.9	82.8	2.9	13.0	11.2	9.1	8.4	8.3
Western Slope	10,128	13,073	29.1%	88.1	90.4	2.2	16.5	15.3	11.2	9.6	3.9

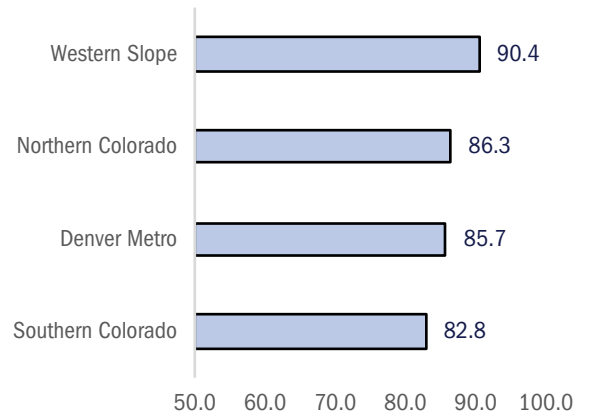
Data Source: AutoCount data from Experian.

Percent Change in New Vehicle Registrations YTD 2021 through June v. YTD 2020



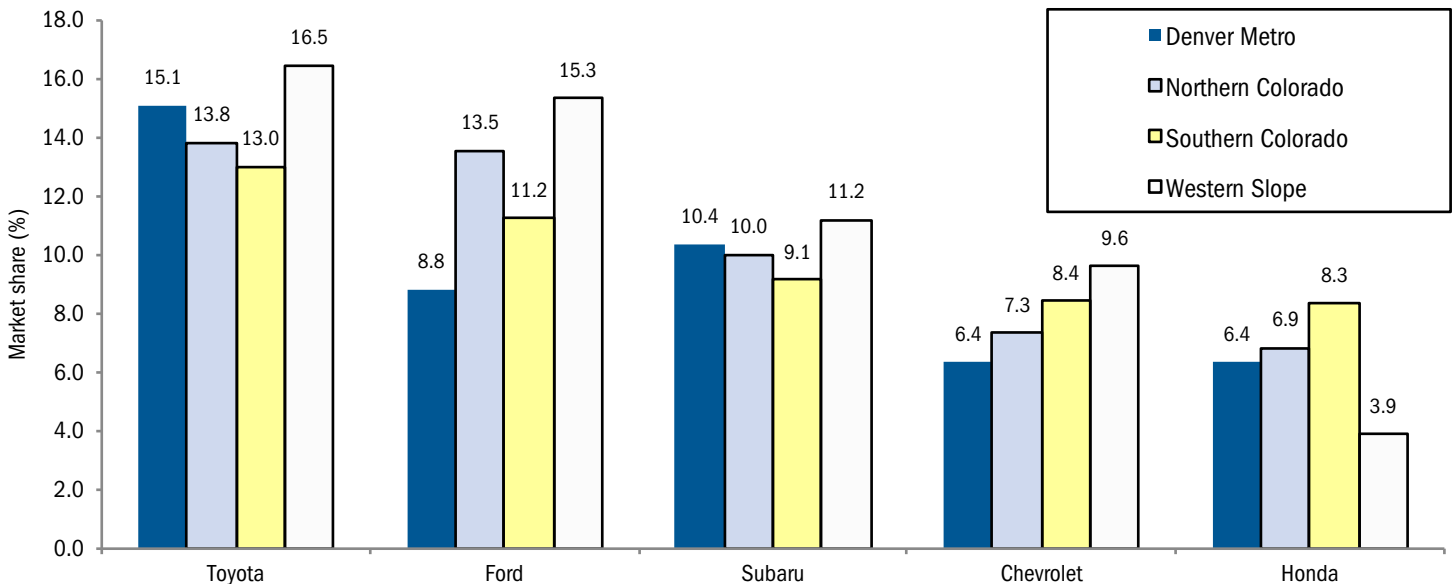
Data Source: AutoCount data from Experian.

Light Truck Share in Regional Markets YTD 2021 through June



Data Source: AutoCount data from Experian.

Regional Market Share for Top 5 Selling Brands in State - YTD 2021 through June

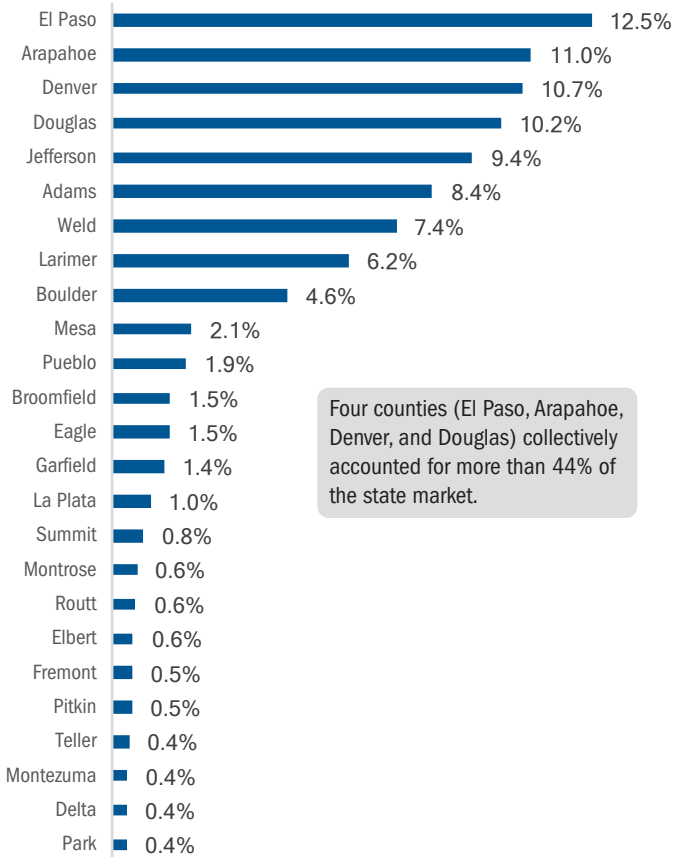


Data Source: AutoCount data from Experian.

Review of County New Vehicle Markets in Colorado

LARGEST MARKETS IN STATE

County Share of State Market for Top 25 Counties YTD 2021 thru June

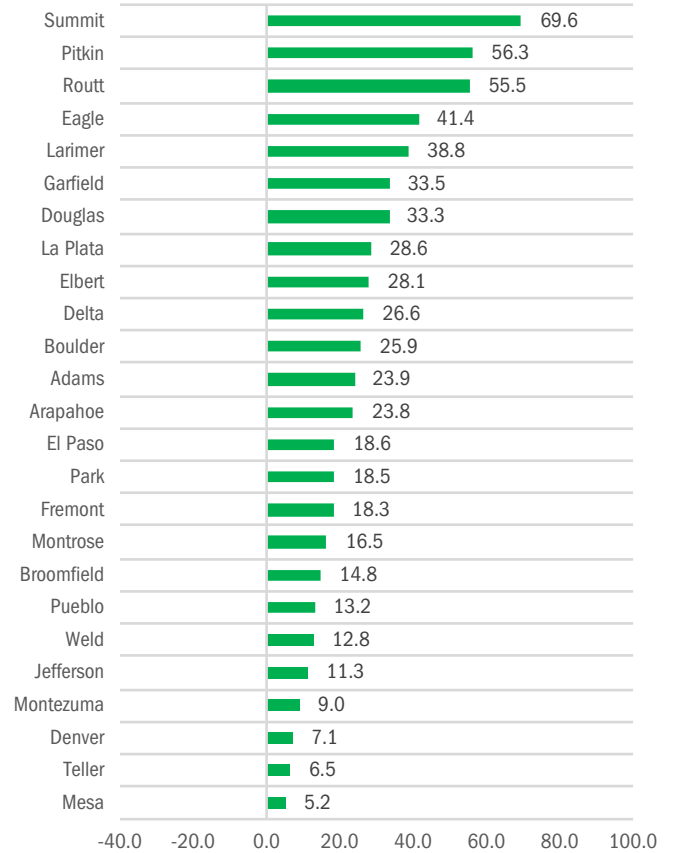


Four counties (El Paso, Arapahoe, Denver, and Douglas) collectively accounted for more than 44% of the state market.

Data Source: AutoCount data from Experian.

BEST PERFORMERS IN 2021

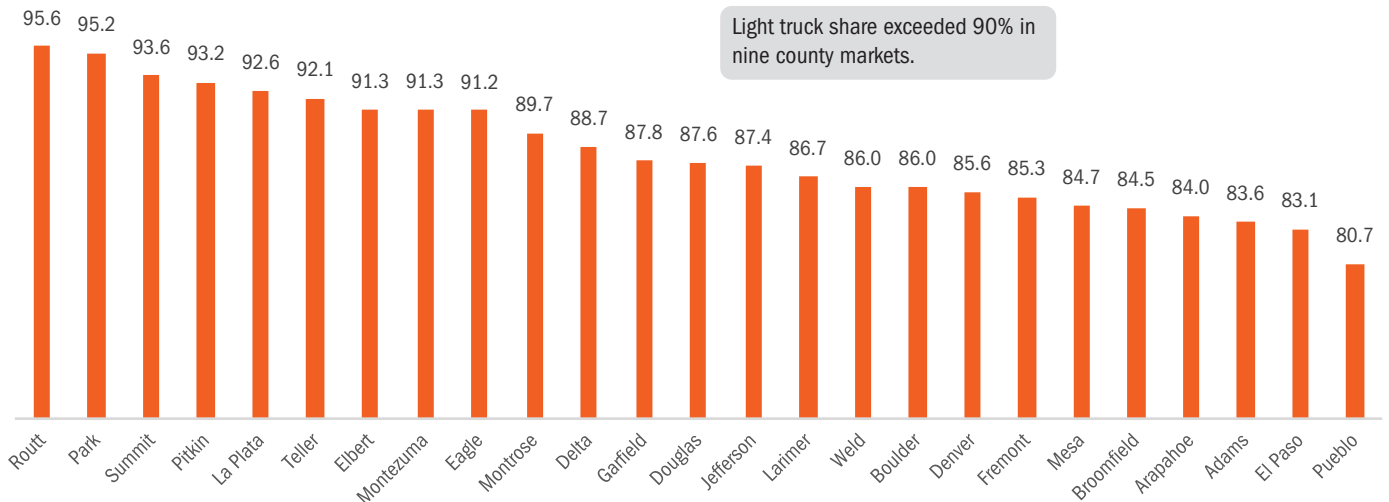
Percent change in registrations among top 25 markets: YTD 2021 thru June v. YTD 2020



Data Source: AutoCount data from Experian.

LIGHT TRUCK MARKET SHARE

Light truck share of industry registrations among top 25 markets: YTD 2021 thru June



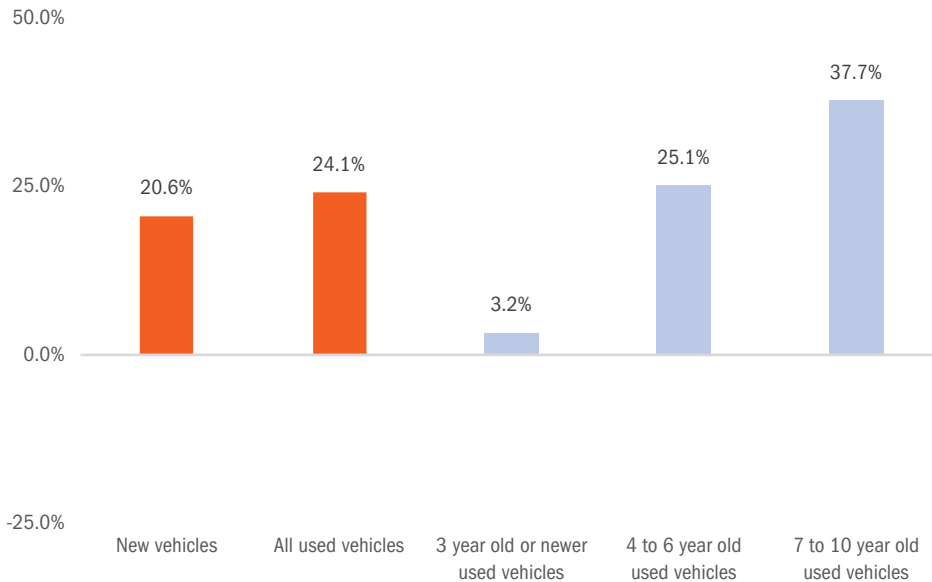
Light truck share exceeded 90% in nine county markets.

Data Source: AutoCount data from Experian. **Note: new vehicle registration data for individual county markets can be subject to volatility.**

COLORADO USED VEHICLE MARKET

Used Vehicle Up By Nearly 25% in First Half of 2021

Percent Change in State New and Used Vehicle Registrations
YTD '21 through June v. YTD 2020



Data Source: AutoCount data from Experian.

2 KEY TRENDS IN USED VEHICLE MARKET



01.

Used vehicle registrations in Colorado were up 24.1% during the first six months of this year versus a year earlier, slightly higher than the increase in the new vehicle market.

02.

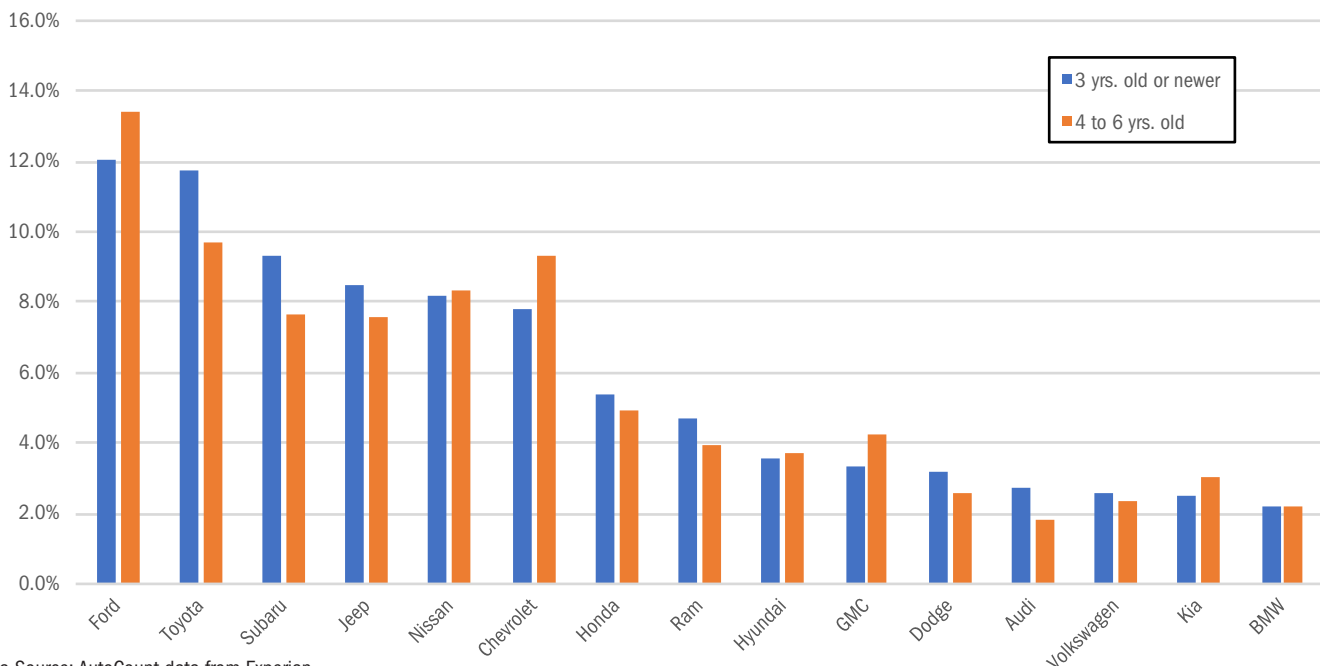
Shrinking new vehicle inventories due to the semiconductor shortage will provide a boost to used vehicle sales, but there is a ceiling on how high sales can go. Prices are reaching record highs and used vehicle supplies are capped based on the number of vehicles in operation. Consumers do have an incentive to sell their vehicles due to high resale values, but correspondingly high replacement costs place a limit on the volume of trade-ins.

USED VEHICLE BRAND MARKET SHARE

Ford and Toyota Stay on Top of State Used Vehicle Market

The graph below shows used light vehicle registrations by brand for two age categories: vehicles newer than three years old, and vehicles four to six years old. Brands are positioned from left to right based on market share for three year old or newer vehicles.

Brand Market Share for Top 15 Selling Brands, by Vehicle Age (YTD '21 through June)



Data Source: AutoCount data from Experian.

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