

COLORADO INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION

FRONT LINE

Q3 2022



The Used Car Dealers of Colorado Charity Fund presented Lacey May and her daughters a \$5000.00 check to help in a time of need. Her husband Eric tragically lost his life on Lake Pueblo. He was a valued long time employee of McCloskey Motors. We can only hope that this gift will give Lacey a little breathing room.

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FRONT LINE MAGAZINE

The official digital magazine of the
**COLORADO INDEPENDENT
AUTOMOBILE DEALERS ASSOCIATION**
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Front Line magazine is published quarterly by the CIADA, representing quality independent automobile dealers since 1941. CIADA assists members in becoming more successful within the used motor vehicle industry by consistently bringing you industry education, valuable information, services and benefits designed to prepare members for an ever-changing marketplace.

CELEBRATING **81** YEARS STRONG



Our Political Relationships We Trust

By David Cardella, CEO CIADA

Relationships in our industry are how we build our business. When you have employees who step up to put in the extra effort for you, it started with the trusted relationship you have built with that employee. Vendors who help you find a solution

to a problem do so because of your relationship you built as a customer whom they trust. Customers purchase from you and refer others to do business with you only after you developed the relationship of trust.

We continue to celebrate successes at CIADA because we build on our relationships with legislators, state employees, county clerks, vendors, and of course our members who put their trust in us. Nothing we do happens without your support for the association. We need help to protect our industry and each other. Electing the right people whom we trust and who understand the challenges we face everyday when we open our doors is crucial. Rising costs, lack of inventory supply, customer financing, down payments, and theft are few of those everyday challenges.

There are Democrats and Republicans who do understand what we face each day. We trust them and they are the people our industry needs to support and get elected. Every bill we have been able to get signed in to law, like SB22-108, Altered Truck Weight Documents, which changed the laws around certified weight slips, have had bi-partisan support of legislators we trust.

Today, I am going to ask you to contribute money, but only because I want to protect your money. **The following candidates support our issues and now we need to support them as they campaign to get elected.** As you can see, they are from both sides of the aisle. Help protect our industry by joining us in contributing to their campaign. Please let us know if you donate online. It helps for us to know if you have engaged. Just drop me a line dcardella@ciada.org.

Upcoming Fundraisers and Candidates to Support:

- Senator Rob Woodward, SD 15
Fundraiser hosted by CIADA's Lobby Firm: Aponte & Busam Public Affairs
September 6, 2022 via Zoom
- Senator Dennis Hisey, SD 11 Scroll to the contribute part of his [website](#) for online contributions – Champion for CIADA
- Matt Solano – SD 8 Republican candidate for Senate running against Senator Dylan Roberts
- Representative Shannon Bird, HD 29
Fundraiser hosted by CIADA's Lobby Firm: Aponte & Busam Public Affairs
September 13, 2022 at the CIADA office
- Representative Marc Snyder, HD 18 - [Donate here](#)
- Minority Leader Hugh McKean, HD 51 - [Donate here](#)
- Tim Walsh, SD 20 (running against Rep. Lisa Cutter) - [Donate here](#)

NEW EXCLUSIVE "PROFIT SHARING" CPO PROGRAM FOR CIADA MEMBERS ONLY

The concept of "Certified Pre-Owned" (CPO) has been around since the early 1990s. Originally, the phrase was intended to build consumer confidence in a vehicle's quality. It ultimately proved to be a term that helped manufacturers become profitable with respect to used car sales.

Present day, the challenge to instill consumer confidence in pre-owned vehicles is still of significant concern. Used car retailers, in order to thrive, must distinguish themselves from franchise dealers not only in terms of customer experience but also with respect to customer perception. With this in mind, CIADA partnered with Century Automotive Service

Corp. and SWDS to customize a few different CPO programs.

These programs were designed with four critical prerequisites in mind:

1. It needed to be simple
2. It needed to be fluid
3. It needed to be customized for any dealer
4. It needed to include the selling dealer in the underwriting profits

We are confident and pleased to share that our new CPO programs adequately meet the above criteria.

Additionally, we realize that a CPO program cannot contradict or disrupt a dealer's main reinsurance or participation programs. To that

end, whether you sell 10 or 800 cars per month and maintain a dealer-owned warranty company, you are still able to not only support the CIADA initiative, but may also participate in it without disruption to your own company.

We are excited to be partnering with CIADA and its affiliated members. Please take the time to schedule an in-person or virtual meeting with any SWDS team member to learn about how you can take part in our first-of-its-kind program.

Sincerely,
Andy Samaras
Divisional Vice President
SWDS

Protection Plans

Good for your customers.
Good for you.

FOR CIADA MEMBERS ONLY

NEW CERTIFIED PRE-OWNED PROGRAM

Focusing on game-changing action

- Gain exclusive pricing
- Coverage available for vehicles up to 150k miles
- VSC - Coverage for up to 500k miles on odometer
- Multiple term options

**CLICK TO
CHECK IT
OUT NOW!**

CENTURY
a MAPFRE company



IMPORTANT UPDATE **DMV Contact Info for Counties**

County Partners,

In an effort to maintain consistency and reduce rejections, the OMV recently notified auto dealers that agents must put their full name (first and last) in the printed name field of the title (and all documents the agent places their name on). Initials or abbreviations are not acceptable.

A title is a legal document, and in the transferring of ownership of property, we need to know who is involved by the documents submitted. Initials and abbreviations do not provide that.

This is not a new policy, but one we are working on to resolve inconsistencies throughout the state. Pursuant to 42-6-104, "Administration - rules," the director can require procedures necessary for the efficient administration of title issuance.

Through the end of Aug. 2022, the OMV will allow for a DR 2444 Statement of Fact for the correction of initialed/abbreviated agent names.

Beginning Sept. 1, 2022, the agent name must include the full name on the title (or document) or it will/should be rejected. For situations where an agent has used an initial for their name and is no longer with the dealership, we will continue to accept a DR 2444 Statement of Fact from that dealer after Sept. 1. If it is an out of state title and a corrected title is unable to be obtained, a DR 2444 Statement of Fact will also be accepted.

Dealertrack Registration & Title

My name is Brian Ekstrand with Cox Automotive – Dealertrack Registration & Title division. As you may know, Dealertrack is bringing an electronic/online registration and title program (ERT) to Colorado this summer. I previously handled a similar ERT solution in California with Dealertrack for the past 4½ years and will be happy to address any questions or concerns you may have regarding the ERT process. I am also happy to demonstrate what to expect from this solution with you at your convenience.

Dealertrack has been leading this effort from the very beginning, since 2018, to advance ERT for dealerships in Colorado. ERT will enable you to electronically process reg & title from your dealerships – creating a MUCH easier and smoother experience for your customers & staff, while also eliminating the need for either your customers or your staff to go to the DMV. This alone is a BIG win!

After this project being delayed for over a year due to the COVID pandemic, we are very excited to help bring this initiative over the finish line to streamline your vehicle registration process.

I have recently relocated to Colorado and will personally be handling the ERT solution implementation at the dealer level in the entire state. In addition, we currently have two electronic registration solutions available to you now, which are related to trade-in payoffs and out-of-state registration: Accelerated Title and RegUSA, respectively.

Thanks again for your time and please do not hesitate to reach out if you have any questions.

Regards,
Brian Ekstrand, Dealertrack Registration & Title Solutions
909-275-5633
brian.ekstrand@coxautoinc.com



Colorado: Electronic Registration & Titling Saves You Time

Go electronic with Dealertrack and save the time and costs that come with a manual process.

Registration & Title Solutions



Stop The Manual Madness

For Registration & Title Processing

Sound like your current process?

- Step 1** Pull the deal jacket
- Step 2** Print out all the application forms you need and fill them out
- Step 3** Make sure VINs match
- Step 4** Confirm lien amounts on sales contract
- Step 5** Sign and assign (make sure signatures match!)
- Step 6** File hard copies of all documents for your records
- Step 7** Issue temporary tags for the customer (it will be at least 30 days before final tags are issued by the county office!)
- Step 8** Send runners to county offices every day to drop off your packages (don't forget a check for sales tax if you are not in the same county!)
- Step 9** Your runner returns from the county office with the sales tax receipt and postcard confirmations to be sent to your customer when tags are ready.
- Step 10:** County office completes the paperwork and issues the title.
- Step 11** County office mails your postcard to your customer letting them know tags are ready.
- Step 11** Your customer gets the postcard in the mail and must make a trip to the DMV.

This all is very time-consuming and involves a lot of paper, people and manual processes.

Save Time & Money

Move to Electronic Processing with Dealertrack

There is a better way...

- Step 1** Log-in to Dealertrack and import all the deal and customer data you need from your DMS
- Step 2** Review and print paperwork for your customer to sign, collect all fees needed right then and there
- Step 3** Issue temporary tags to your customer (the same way you do today)
- Step 4** Submit the finalized transaction electronically to the DMV. Dealertrack verifies all your paperwork for accuracy and alerts you if any corrections are needed.

That's it! The DMV will send plates/stickers directly to your customer.

Your submission for the DMV is ready
in under **under 4 minutes!**

Brian Ekstrand

Regional Sales Manager,
Dealertrack Registration & Title
909-275-5633

Dealertrack 

COLORADO INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION
INVITES YOU TO OUR 9TH ANNUAL

Charity Fund Gala

Click here
to learn
more

Providing **Hope**
& Impacting Lives



SATURDAY, NOVEMBER 12, 2022 • 5:00PM
WESTIN HOTEL, WESTMINSTER, CO

SUPPORT YOUR PREFERRED PROVIDERS

DISCOUNTS.
PREMIUM SERVICE

[SEE LISTING](#)

Dealer Store

CIADA MEMBER
DISCOUNTED PRICING

**Save big money on dealer forms
& supplies for your dealership.**

Temporary Plates, Contracts, State
REQUIRED Forms, Key Tags, Dealer
Supplies and MORE!

[SHOP NOW](#)



USED CAR DEALERS OF COLORADO CHARITY FUND

Scholarship Applications

NOW OPEN



**THE
DEADLINE
IS FAST
APPROACHING
9/11/22**

[CLICK HERE TO APPLY](#)



CIADA COURSES

TITLE TRAINING



Title Training Course / Monthly

Friday, August 26

Class from 8:00AM to 12:00PM

\$99 per person

[Click here to learn more & register.](#)

ONLINE SAFEGUARDS COMPLIANCE COURSE



Keep your dealership compliant with the FTC's safeguards requirements.

\$75 for Qualified Individual

\$49 for Other Employees

Visit dealereducationportal.com

[Click here for more information.](#)

PRE-LICENSE TRAINING



Every Wednesday

Prepare for the mastery exam!

Class from 8:00AM to 5:00PM

\$99 per person

[Register at ciada.org/events](http://ciada.org/events)

Are you this year's CIADA Quality Dealer?

Nominate yourself TODAY!

CIADA QUALITY DEALER AWARD GUIDELINES

These basic qualifications, as recommended by the National Independent Automobile Dealers Association should be:

SERVICE TO INDUSTRY

1. Candidates should meet the following criteria:
2. Support the CIADA and NIADA associations through their service.
3. Demonstrate a willingness to be helpful in performing Association duties when asked.
4. Willingness to make a commitment to attend the annual National Convention.
5. Have the necessary credentials to compete at the National level since the winner represents CIADA for the National award.

OUTSTANDING BUSINESS OPERATOR

Dealer should be committed to offering exceptional services to customers, both during and after a sale. Always maintains the highest standards as they relate to employee and business associate relations. Dealer should be highly respected and enjoy a good personal and business reputations within their local community.

Candidates should meet the following criteria:

1. Have a minimum of five years experience as a successful licensed Independent Dealer and member of CIADA and NIADA for a period of no less than three years. The candidate must be the "Dealer Principal" or listed as the President of the dealership corporation.
2. Have a sanction fee record with the Colorado Dealer Licensing Board – have no outstanding or unanswered complaints with the Better Business Bureau or Consumer Affairs division of the Colorado State Attorney General's office.
3. Candidate's dealership operation should reflect pride of ownership and offer an attractive appearance of facility, grounds and inventory.
4. Candidates should have an outstanding reputation of good customer relations and the handling of customer complaints in an expedient manner.
5. Operate their business in accordance with the CIADA Code of Ethics.
6. Their dealership operation should be a credit to the Independent Dealer community and the Used Motor Vehicle Industry as a whole.
7. Candidates should furnish several customer and employee testimonial letters, as well as business and personal letters of recommendation.
8. Extra thought should be given to those candidates who are NIADA Certified Master Dealers.

COMMUNITY SERVICE

Affiliations and involvement in community affairs.

Candidates should be involved in the affairs of their local community.

CLICK HERE FOR AN APPLICATION