

### Headlines...

July 2010 highest new vehicle sales month since Cash for Clunkers last August

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## July 2010 highest new vehicle sales month since Cash for Clunkers last August

The July lift in new vehicle sales reflected an annualized rate to 11.9 million and the best sales month since Cash for Clunkers in August 2009. It also bodes well for a strong second half of 2010 new vehicle sales, according to the people who measure these things. Buttressed by more available consumer credit and automaker car buyer incentives - with discounts 3.8% higher than a year ago - the gains in July indicate sales are steadily improving. And, while it is widely acknowledged that it will be hard to top August 2009 when the government primed the new vehicle sales pump with the historic Cash for Clunkers program, analysts are looking ahead to a strong sales month this August as end of year bargains from the automakers light up the market place. Correspondingly, September 2010 should be a significant improvement over September 2009, which suffered the inevitable "withdrawal" from the clunkers sales spike a month early.

The new vehicle sales gains, which are now evident, are also the likely result of "consumers who postponed their purchases and returned to the market," Jesse Toprak, an industry trends analyst at TrueCar, told Bloomberg News. Mike Jackson of AutoNation predicted for Automotive News recently that new vehicle sales would exceed 11.5 million units in the third quarter on an annualized basis and reach 12 million units annualized in the last quarter of 2010. To return to 13 million units, where the industry was in 2008, or higher as sales were in 2006 and 2007, will require a drop in unemployment and related stability in the housing market, Jackson said. "We aren't there yet, but I believe it's coming," he concluded.

July 2010 compared with July 2009 showed an overall improvement of 5% , with most major automakers showing gains: GM (+6%), Ford (+3%), Chrysler (+5%) Hyundai (+20%), Nissan (+15%), VW (+17%), Subaru (+10%), BMW (+10%), Mazda (+9%), and Daimler (+5%).

## Highway Loss Data Institute report on insurance theft losses

### Thieves go for “chrome, horsepower, and HEMIs”

The Highway Loss Data Institute (HLDI), an affiliate of the Insurance Institute for Highway Safety, released a report this week regarding insurance theft losses for 2007-2009 vehicles. Cadillac Escalade topped the list, with the Ford F-250 crew pickup, Infiniti G37 luxury car, the Dodge Charger with a HEMI engine, and the Chevrolet Corvette Z06 completing the top five favorites among thieves.

“Thieves are after chrome, horsepower, and HEMIs,” said Kim Hazelback, senior vice president of HLDI. “Sedate family cars and fuel sippers aren’t on the hot list,” she said. The Volvo S80 has the lowest losses recorded, with the Saturn VUE 4WD, Toyota Prius, and the Mini Cooper also listed on the lowest losses list.

In order to determine which vehicles have the highest theft losses, HLDI considers not only how frequently a claim is filed, but also how high the cost of the payment for each claim is, which helps to explain why the highest overall theft losses are for SUVs and large pickups. Hazelback further added that “even though Escalades have the latest immobilizer technology, thieves can still put them on flat beds and haul them away,” which, unfortunately, leaves even some of the best protected vehicles vulnerable.

The good news? It seems that since 1998 the frequency of theft claims for cars and SUVs has declined, particularly for SUVs, which have declined from 4.9 claims per 1,000 in 1998, to 2.4 in 2008.

To see the full report from the Highway Loss Data Institute click on this link <http://www.iihs.org/externaldata/srdata/docs/sr4507.pdf>.

## Last chance to sign up for WANADA Flu shot program

### Signup deadline is August 16



WANADA members considering a flu shot program for their employees should sign up this week, as the August 16, 2010 deadline is fast approaching.

To participate, dealerships must fill out and sign the *sign-up sheet* (below, at the end of the Bulletin) and fax it to WANADA at (202) 237-7779, by August 16, 2010. A minimum of twenty (20) participants at each location is required to schedule an onsite flu shot program. Unlike last year, this year’s inoculations *protect for all three major flu strains* (H1N1 [swine flu], H3N2 and Brisbane/60/2008). The cost per shot is \$23 per person.

WANADA will assist member employers in contacting Norvar Health Services to schedule dealership flu shots. If you have multiple locations requiring onsite visitations, please forward an addendum listing the address and information for each location. A representative from Norvar will then contact your designated coordinator about flu shot administration logistics.

Please note that WANADA does not schedule the dates for the flu shot program, nor can WANADA be responsible for ensuring supplies of the vaccine. The program, accordingly, is on a first come, first served basis. Please bear this in mind when signing up!

## Electric Parking Brake to be common in passenger cars



Auto industry analysts believe the next advancement in active and passive safety devices for passenger cars will be electric parking brakes, and are forecasting it to be standard on one in five of all vehicles by 2015.

The technology, first launched by the auto supplier TRW in 2001, is already proving popular with vehicle manufacturers in Europe where BMW, Ford, Renault and Volkswagen have already fit the system on one or more models.

The electric braking system is significantly smaller and lighter than current systems, which is designed to enhance safety in emergency stop situations. This includes full four-wheel anti-lock functionality as opposed to standard park brake emergency braking, which only functions on the rear axle.

## Car buying with an iPhone

One more reason to have an iPhone is you can shop, finance and insure your next new car with one, at least if you're a USAA customer. USAA, a car insurer and finance company that targets military personnel, says it will be rolling out a car shopping program this month for its customer base who have iPhones. The USAA client will then be able to shop, finance and insure his/her next vehicle right over the iPhone with vehicle market information USAA will provide via an online car buying service known as zag.com.

It isn't clear whether USAA will have dealer partners lined up in advance of the rollout of their new iPhone car shopping program or whether their iPhone-toting clientele will be on their own in the car market of their choice. Time will tell.

## How long have you owned a car?

Hartford, CT man drove his 1928 Rolls Royce for nearly 8 decades

Allen Swift was given a brand new Rolls-Royce as a graduation present from his father in 1928. He continued driving that same car until shortly before his death at age 102! His beloved Phantom I Picadilly Roadster has 170,000 miles on it and is still in nearly perfect condition.



Allen Swift with his 1928 Rolls-Royce Phantom I Picadilly Roadster

The classic car is now on display in Springfield, MA at the Connecticut Valley Historical Museum, which was made possible, in large part, due to Swift's \$1 million donation. The museum at large attempts to preserve the long-standing history of industrial innovation in Springfield. Mr. Swift's 1928 classic - built at Springfield's own Rolls-Royce plant - will be one of the centerpieces of the collection.

Swift holds the Guinness World Record as the longest standing original owner of an automobile, and, according to R.D. Shaffner of the Rolls-Royce Foundation, he was also the last original owner of a car produced in Springfield.

### Staying Ahead...

Anyone who gives up freedom for security deserves neither.

--Benjamin Franklin



**DEALER EMPLOYEE  
ONSITE FLU SHOT PROGRAM  
FALL, 2010**

Our dealership is interested in participating in this year's Onsite Flu Shot Program. We understand that shots will be administered on site by Norvar Health Services medical professionals beginning October 1, 2010, at a cost of \$23.00/shot. Norvar Health Services will order enough vaccine for my organization if we commit to this program by August 16, 2010. After this date, price/availability is subject to change. We understand that a minimum of twenty (20) participants per location is required to schedule an onsite flu shot program.

**DEALER ORGANIZATION** \_\_\_\_\_

**ADDRESS WHERE PROGRAM IS TO BE HELD**  
\_\_\_\_\_  
\_\_\_\_\_

**POINT OF CONTACT NAME** \_\_\_\_\_  
**PHONE #** \_\_\_\_\_  
**FAX#** \_\_\_\_\_  
**E-MAIL** \_\_\_\_\_

**ESTIMATED NUMBER OF FLU SHOT PARTICIPANTS** \_\_\_\_\_

**BEST DAY OF WEEK FOR PROGRAM** \_\_\_\_\_  
**ALTERNATIVE DAY OF WEEK** \_\_\_\_\_  
**BEST TIME OF DAY FOR PROGRAM** \_\_\_\_\_  
**ALTERNATIVE TIME OF DAY** \_\_\_\_\_

**WE HAVE NO PREFERENCE FOR DATE(S) OR TIME(S)**

**OTHER COMMENTS**

**SUBMITTED BY** \_\_\_\_\_ **TITLE** \_\_\_\_\_

**FAX BACK TO Flu Shot Fax Line (202) 237-7779**

**AS YOU ARE AWARE, THE CENTER FOR DISEASE CONTROL (CDC) AS WELL AS SLOW AND/OR DISRUPTED MANUFACTURING PROCESSES HAVE INTERRUPTED THE VACCINE SUPPLY SEVERAL TIMES IN RECENT YEARS. WANADA CANNOT BE HELD RESPONSIBLE FOR INTERRUPTION IN THE SCHEDULING SHOULD THIS OCCUR AGAIN THIS YEAR. SHOULD RESCHEDULING BECOME NECESSARY FOR ANY REASON, THE RESCHEDULING IS DONE BY MUTUAL AGREEMENT BETWEEN YOUR DEALERSHIP AND NORVAR HEALTH SERVICES.**