

NAMAD

NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

TREADS

PRESIDENT'S MESSAGE

December 13, 2010

NAMAD Members, Supporters, and Friends,

On behalf of the board of directors of the National Association of Minority Automobile Dealers, we would like to thank our members, corporate sponsors, and supporters for the support you've shown us as we come to the end of another successful year.

A year in review, NAMAD along with NADA, AIADA, ATAE successfully advocated to exclude dealers from the Consumer Financial Protection Bureau (CFPB), advocated on behalf of dealers with the EPA regarding fuel emissions standards, advocated for dealer rights, and advocated for the increase in the size standard for SBA lending, just to name a few.

Although our work on behalf of minority dealers is ongoing, we continue to work with our manufacturer partners on ways to increase their minority dealer network. Next month, we will announce the location of our 2011 Annual Membership Meeting, we hope that you will join us next July.

As always, if you have any questions please feel free to contact the NAMAD office at 301-306-1614. If you have not renewed your 2011 membership dues, you may do so via our website at www.namad.org.

Happy Holiday's to you and your families

Sincerely,
Damon Lester,
President

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DEALERTRACK ENHANCES DEALER COMPLIANCE WORKFLOW WITH NEW TOOLS TO SUPPORT RISK-BASED PRICING COMPLIANCE

The Top Six Questions to Ask Your Marketing Sources!

Adds Free Functionality to Help All Dealerships Meet January 1st Deadline

LAKE SUCCESS, N.Y., December 15, 2010 – DealerTrack, Inc., a subsidiary of DealerTrack Holdings, Inc. (Nasdaq: TRAK), a leading provider of on-demand software and data solutions for the U.S. automotive retail industry, today announced the addition of functionality to the DealerTrack Performance Suite that will enable dealers to comply with the Federal Trade Commission's new Risk-based Pricing Rule, which goes into effect on January 1, 2011. The enhancements are available automatically for free to all dealerships on the DealerTrack credit application network.

The Risk-based Pricing Rule requires dealers who use credit reports to issue a notice to customers who receive credit from them on terms that are less favorable than terms received by most of their other credit customers. Dealers do not need to determine who falls into this category if they simply issue to all their credit applicants a credit score disclosure "exception notice." This notice includes the customer's credit score and other information that puts the score in context.



With the new functionality, any dealership using the DealerTrack credit application network will be able to

print credit score exception notices pre-filled with all required information, as well as exception notices on their lender's behalf for two-party financing. In addition, dealerships subscribed

to the DealerTrack Compliance Solution will be able to securely and electronically store and view status reports on all exception notices generated by their dealership through the solution's dashboard and audit tools. This premium functionality is especially useful in helping dealers not only maintain compliance within their dealership, but in helping them prove it in the event of an FTC or Attorney General audit.

"We're very pleased to further expand DealerTrack's leading F&I offerings by including risk-based pricing functionality at no additional charge," said Raj Sundaram, senior vice president, Solutions and Services Group at DealerTrack. "These and other enhancements underscore our ongoing commitment to providing dealers with the industry's most comprehensive package of compliance capabilities, thus reducing their exposure to legal and regulatory risks."

Dealers who do not comply with the new Risk-based Pricing Rule are subject to potential fines by the FTC of up to \$16,000 per violation, as well as possible penalties at the state level. The FTC is also scheduled to begin enforcement on January 1 of its Red Flags Rule, which requires dealers to take steps to detect and prevent identity theft, and could entail similar penalties for each violation. DealerTrack's Compliance Solution includes tools to help dealers comply with the Red Flags Rule as well.

The DealerTrack Compliance Solution, a critical component of the DealerTrack Performance Suite, enables dealers to work all their deals on one integrated and secure platform. From credit application submission to identity verification, menu presentation, contract processing, tracking and reporting, DealerTrack helps protect a dealer's business by encouraging and simplifying adherence to applicable laws and regulations.

ABOUT DEALERTRACK (WWW.DEALERTRACK.COM)


DealerTrack's intuitive and high-value software solutions enhance efficiency and profitability for all major segments of the retail automotive industry, including dealers, lenders, OEMs, agents and aftermarket providers. Our solution set for dealers is the industry's most comprehensive. DealerTrack operates the industry's largest online credit application network, connecting approximately 17,000 dealers with over 900 lenders. Our Dealer Management System (DMS) provides dealers with easy-to-use tools and real-time data access that will streamline any automotive business. Dealers using DealerTrack AAX get the inventory management tools and services needed to accelerate turns and increase profits. Our Sales and F&I solution enables dealers to streamline the entire sales process while structuring all types of deals from a single integrated platform. DealerTrack's Compliance Solution helps dealers meet legal and regulatory requirements and protect their hard-earned assets. DealerTrack's family of companies also includes data and consulting services providers ALG and Chrome Systems. For more information, visit www.dealertrack.com.

SAFE HARBOR FOR FORWARD-LOOKING AND CAUTIONARY STATEMENTS

Statements in this press release regarding the functionality of the DealerTrack Compliance Solution, and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks,

uncertainties and other factors that could cause actual results, performance or achievements of DealerTrack to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include the ability of DealerTrack's Compliance Solution to help dealers comply with rules and regulations, and other risks listed in our reports filed with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ended December 31, 2009. These filings can be found on DealerTrack's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and DealerTrack disclaims any obligation to revise or update such statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.



15TH ANNUAL URBAN WHEEL AWARDS SPOTLIGHTS

the Top Vehicles In 2010, Eco-Companies, Pioneers, and Industry Leaders For a Lifetime of Achievement In The Automobile Industry

New Exhibition Spotlights Green Cars and Technology to Promote Environmental Stewardship in the Multicultural Community

Detroit, Mich., Nov. 23, 2010-The star-studded 15th Annual Urban Wheel Awards will shine the light of hope on Detroit when it celebrates 15 years of inclusion in the automotive industry, during one of the most prestigious auto shows in the world, the North American International Auto Show (NAIAS), at the Sound Board in the MotorCity Casino Hotel on Sunday, Jan. 9, 2011. The event marks the 15th consecutive year of the nation's first and only award show bringing together an array of nearly 1,500 celebrities, automotive executives, ethnic organizations, students, national and international media, government representatives, and the multicultural community.

Hosted by the Emerging Diversity Education Fund (EDEF) and Decisive Media, the 15th Annual Urban Wheels Awards kicks off with the first-ever Green Car and Technology Exhibit from 10 a.m. to 3 p.m., featuring a ribbon-cutting ceremony with Detroit Mayor Dave Bing and NAIAS Vice Chairman Bill Perkins. The exhibit—which is free to the public—will also showcase a collection of efficient- and alternatively-fueled vehicles, including displays of some of the latest electric and hybrid vehicles. In addition, at 5 p.m., the VIP “green carpet” and reception will be held followed by the award ceremony beginning at 7 p.m., and concluded by the General Motors and OnStar AfterGlow, from 9:30 p.m. to 11:30 p.m. CBS News Analyst Jamal Simmons will serve as the event's master of ceremonies.

“The automotive industry is the country's second largest employer and the 15th Annual Urban Wheels Awards helps to promote awareness of the importance to include all cultures, because they are the customers,” said Randi Payton, president and CEO of Decisive Media. “This year, we're also promoting new environmentally progressive automotive technologies, at the same time as introducing green car options to the multicultural consumers purchasing experience. Five years ago, the Urban Wheel Award switched from a ‘red carpet’ to a ‘green carpet’ as well as launched its Urban Green Vehicle of the Year award three years to ago.”

Winners and finalists previously announced for the 15th Annual Urban Wheel Awards include:

- Supplier of the Year (nominees): Gonzales Design, Piston Automotive, and SET Enterprises
- Dealer of the Year (nominees): Jessie Armstead, Hamilton Honda (Hamilton, N.J.), Jay Rivchin, Dadeland Dodge Chrysler Jeep Ram (Miami, Fla.), and, Fernando Varela, AllStar Ford (Palestine, Texas)
- Executive of the Year (winner): Ford Motor Company Group Vice President of Global Purchasing Tony K. Brown
- Pioneer of the Year (winner): NASCAR Trailblazer Max Siegel
- Lifetime Achievement (winners): Rodney O'Neal, president and CEO of Delphi; Andra Rush, president of Dakkota Integrated System; and Frank Venegas, chairman and CEO of The Ideal Group, Inc.

In addition, EDEF and Decisive Media will recognize the top environmentally conscious companies: Subaru of Indiana Automotive, Honda Motor Company, Ltd., Nissan Motor Company, Ltd., and

Toyota Motor Corporation. Recipients of the Company of the Year, Urban Green Vehicle, Urban Car, and Urban Truck of the Year awards will also be honored.

Tickets for the 15th Annual Urban Wheel Awards are now available for purchase at all Ticketmaster locations and www.ticketmaster.com as well as the MotorCity Casino Hotel's box office. To purchase tickets via phone, call (800) 745-3000. Tickets are available for \$250 and \$100. The MotorCity Casino Hotel is offering a special hotel rate of \$179 per night for event attendees. To make a reservation, contact the hotel at (866) 752-9622 and be sure to mention the “Urban Wheel Awards” or visit www.motorcitycasino.com (<https://gc.synxis.com/rez.aspx?Hotel=25866&Chain=10094&arrive=1/3/2011&depart=1/4/2011&adult=1&child=0&group=UWA11>).

For more information, please contact pr@decisivemag.com or call (301) 850-2858. Visit www.decisivemagazine.com or e-mail us at events@decisivemag.com for more details.

ABOUT THE URBAN WHEEL AWARDS

The 15th Annual Urban Wheel Awards is a world-class awards show, held during the North American International Auto Show. The awards promotes inclusion in the nation's largest auto show and brings together celebrities, automotive executives, international media, government representatives and the multicultural community to celebrate inclusion in the automotive industry. The Urban Wheel Awards promotes awareness of their inclusion and honors the companies and individuals who have made progress toward embracing this reality. The daylong event begins with a green-ribbon cutting ceremony and car show from 10 a.m. to 3 p.m., followed by a celebrity “green” carpet and VIP reception at 5 p.m. The Urban Wheel Awards, which begins at 7 p.m., will honor four companies for leadership in environmental and fuel-efficient technologies. Winners of the Urban Car, Urban Truck, and Urban Green Vehicle of the Year awards will also be honored along with the Minority Supplier, Dealer, and Executive of the Year, Lifetime Achievement, and the Pioneer of the Year awards. For more information, please contact Rosiland Triche at events@decisivemag.com or (301) 850-2858. Visit www.decisivemagazine.com for more information.



YOU DO NOT HAVE TO BE A 'NATURAL' TO EARN BIG BUCKS IN SALES.

*A common 'Ask Joe' question is,
"Don't you have to be somewhat of a 'natural' in sales to really succeed in sales?"*

— By Joe Verde —

No matter how easy selling seems to be for you or for some of the people you work with, the answer to the question is always a real BIG "NO"!

None of us are born with any of the special skills it takes to succeed in sales. The skills, traits and habits that help us succeed as salespeople are almost all learned skills and behaviors.

Try to remember that we all start out about the same, somewhere around 7 pounds with mush for brains. Everyday after that, we grow and continue to develop until we stop learning more.

The Naturals vs. The Regular People. Two real problems come up that affect both groups – the salespeople who think they're just 'regular' and the salespeople who think that they're one of those 'naturals' or 'super-naturals'.

"I'M NOT A 'NATURAL' IN SALES."

Way too many people in sales (and in all walks of life) have convinced themselves that only the people born with charisma, or who can strike up a conversation with a tree stump, or whatever special talent they think that 'natural' might have, can make it in sales.

They don't try to do better because they don't believe in their own potential. It's a shame to see someone with great potential waste it and settle for just being pretty good, instead.

But there's that side benefit for people who feel this way (or use it as an excuse): if they don't try to succeed, there's no risk, because they can't possibly fail.

"I'M A 'NATURAL' IN SALES."

The opposite problem affects most of the 'naturals' in life, and especially in sales. Because they can charm the bark off a tree, too many assume they've already arrived when you talk about success, "It's so easy for me, I must be already as good as you can possibly be in sales."

Because they have that perceived special advantage, or because they do have those traits, these people could really hit the big time, but most of them don't. They forget the real key to success, and that's remembering this point...

SUCCESS IS A JOURNEY, NOT A DESTINATION!

Too many are so "over confident" in their skills, they don't develop the additional skills and habits that it takes to continually improve in sales year after year.

It's hard to watch someone with incredible potential stop growing, and only develop one single skill: being able to pat themselves on the back with both hands at the same time. Remember...

A person who does not read, is no better off than a person who cannot read.

Overall, the most successful people I've met in sales are just 'regular' folks like you and me, who learned some, learned some more and just kept growing.

Do you remember the old "tortoise and the hare" story? If I recall it correctly, didn't the tortoise win the race?

Joe Verde holds workshops across North America and pioneered Virtual Training with JVTN. Mr. Verde is the author of "A Dealer's Guide To Recovery & Growth", "How To Sell A Car And Close The Sale Today" and publishes two monthly newsletters; "For All Managers In Sales" and "Selling Cars Today".

Joe Verde Sales & Management Training, Inc., founded in 1985 with corporate offices in Southern California and Dallas, Texas, is consistently rated the number one automotive sales and management training company in North America with its focus on leadership, management and sales training for dealerships, dealer groups and manufacturers. .ngcf

YOU CAN'T JUDGE A BOOK BY ITS COVER.

By Dennis Colome Autobytel Inc.

We all have personal examples of how that statement has slapped us in the face and yet as cliché as the statement may be, it often rings true. I have been working in the auto industry since 1976 and a product recently brought truth to this statement for me.

The product I am talking about is Autobytel WebLeads +.

I have been consulting and training dealers for years and I have been under the assumption that web pop ups and pop behinds were obtrusive and annoying to the consumer. This belief was that they would drive traffic away from the web site and annoy all the potential customers. The truth is that they work! Autobytel released WebLeads+ about 7 months ago. It essentially invites the web site visitors to join a buyers' club or lock in "Internet Pricing". In some states (law permitting) dealers can give a dollar amount off for internet customers. The customer provides the dealership with contact information and the dealership then has a way to create a relationship with the prospect that they otherwise would not have had.

The technology behind WebLeads+ means they are no longer classified as pop ups, we call them coupons. We refer to the one that is triggered off of a person viewing the special offers or inventory pages as the First Coupon and the Second Coupon as the one that sits behind the customer's browser. The second coupon is the last thing the customer sees before they sign off their computer or what is often referred to as "last man standing".

The coupons are designed so as to not get caught up in the pop up blockers. Essentially the WebLeads + product will be positioned in an appropriate spot on the website and maintains a strong presence. A percentage of web prospects will fill out the request form; the ones who don't are given another opportunity. Some prospects have specific questions that were not answered on the dealer's site or others for that matter.

For years I have known about this product but I had rejected and objected to its concept back then. I was clearly guilty judging a book by its cover. Our Autobytel dealer body has embraced the concept and is getting solid leads from their existing web traffic. The leads they are getting are ones they typically would not get since the prospects did not engage the dealership by filling out the request-a-quote forms. Many dealerships are experiencing an increase of lead volume ranging from 25% to 100% or more above their standard website lead count. What is even better is the fact that the leads appear to be closing at a very high rate.

I have come to realize that many prospects visit a dealer's website (unique visitors) yet they don't provide the dealer with their contact information. A typical percentage of unique visitors that actually request a quote is very small. WebLeads+ gives the prospect another door to engage with the dealer.

I have come to the conclusion that the cover to this book has now become crystal clear and it is worth investing. For more information please call 1-877-739-0158 or visit <http://autobytel-namad.com/>.



BEST PLACES TO WORK IN DALLAS-FORT WORTH 2010 - SMALL

Congratulations to NAMAD Member, Steve Jackson, owner of Toyota of Rockwall for being named one of the best small companies, schools and nonprofits to work for in the area, chosen by the employees, in the Dallas-Fort Worth area, according to DallasNews.com.

Rank	Company	Description	Headquarters	DFW locations	DFW employees	
1	Toyota of Rockwall	Auto sales, service and parts	Rockwall	1	58	Details
2	Research Across America	Medical and pharmaceutical research	Dallas	6	50	Details
3	Range Online Media Inc.	Advertising and marketing	Fort Worth	1	81	Details
4	Grand Prairie AirHogs Professional Baseball	Sports and entertainment	Grand Prairie	1	70	Details
5	Systemware Inc.	Software	Addison	1	70	Details

REAL TIMES MEDIA ANNOUNCES DRIVEN

A NEW WHO'S WHO PUBLICATION CHRONICLING AFRICAN AMERICAN ACHIEVEMENT IN THE AUTO INDUSTRY

Dr. William Pickard to Pen Foreword for Inaugural Edition 8:39 PM CDT, October 14, 2010

Through its Who's Who Publishing subsidiary, Real Times Media, publishers of African American newspapers around the country, including the Michigan Chronicle, announced that it will publish a coffee table book highlighting the contributions of African American's in the automotive industry. Titled, Driven: A Tribute to African-American Achievement in the Auto Industry, the book will focus on the African Americans who helped to build and maintain the automotive industry. Dr. William F. Pickard, founder, chairman and CEO of Global Automotive Alliance, will write the foreword for the first edition.

The announcement was made before hundreds of automotive executives at Rainbow Push's Global Automotive Summit held last week at MotorCity.

"I applaud and support Real Times Media for undertaking such an important legacy project," said Rev. Jesse L. Jackson, chairman and founder of Rainbow Push. "It is important that we continue to recognize the achievement and contributions of African-Americans in the automotive industry given its monumental lifestyle and economic impact on our country and the world. It is equally important that we tell our story as a record for history so that our children and their children will know the works of their ancestors in the automotive industry."

Included in the high quality, 300+ page, coffee-table tome will be an historical recount of the history of African-Americans in the auto industry, including its economic impact on Detroit and the influence of labor unions. It will also chronicle the history of African American dealerships and celebrate those who achieved success from all aspects of vehicle production, including design, engineering, sales and marketing, manufacturing, suppliers, dealers and all areas in between.

"As everyone knows, the auto industry shaped the city of Detroit and in large part, the entire world," said Hiram E. Jackson, CEO of Real Times Media. "Lesser known is the significant role that African-Americans played in growing the industry to prominence and that we now play in revitalizing the struggling industry. Through this tribute, Real Times and Who's Who is striving to change that."

The inaugural edition of Driven is slated for release during the 2011 North American International Auto Show (NAIAS). The publication's unveiling will be held Wednesday, January 12, 2011 as part of a NAIAS-sanctioned event. Tickets are \$100 and include a copy of the publication as well as an exclusive, all access sneak peek of the show floor. To purchase tickets, or for more information, call Cathy Nedd at (313) 963-8100.



NAMAD
NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

Attention all NAMAD members!

WANT TO INCREASE SALES?

Credit Forget It can show you how by...

- Converting credit turn downs into sales.
- Creating an additional profit center within your F&I department.
- Increasing your customer's repeat vehicle purchases.
- Increasing your profits.

Why wait? Call Credit Forget It TODAY at 800-863-7941 to schedule your 15-minute review and watch your profits grow.

Credit Forget It has a very unique program called "CIRON" that addresses issues that every retailer is facing in today's economy:

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"CIRON" truly creates "Customers for Life" for your dealership. Credit Forget It's "CIRON" program offers customized solutions for your customers.

Rest assured.
We're watching out for you.



CIRON

Credit Score – Customers will know their credit score and best ways to utilize their scores.

Identity Theft – Preventing and more importantly, restoring identity post-fraud occurrences.

Restoration of Credit - Correcting and deleting wrong information from a credit bureau.

Optimization of Credit - Credit Forget It offers tools to maximize individual credit. Optimization will improve credit scores in 100% of your clients.

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NAMAD
NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS



www.CreditForgetIt.com



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- 💰 Starting at only \$149.99/month
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UNLIMITED messaging inserts!



Music OnHold ::

Your sound extended past your doors.



Music Zoning ::

Different areas with different needs? No Problem.



Web Radio ::

Your brand & your music online!

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NAMAD NOMINEE FOR THE 2011 TIME MAGAZINE QUALITY DEALER OF THE YEAR AWARD



Robert G. Hisaoka of Vienna, Virginia, President and Dealer Principal of Rosenthal Nissan Mazda has been selected as the NAMAD nominee for the 2011 Time Magazine Quality Dealer of the Year Award. The award recognizes exceptional dealership performance combined with distinguished community service.

Hisaoka graduated from the University of Maryland in 1979 with a Bachelor of Science degree in Accounting. He holds a 4th degree black belt in judo and he had won many national and international judo competitions. Hisaoka was training to make the 1980 USA Olympic Team but his judo career was cut short by a knee injury.

After working in public accounting for 5 years and specializing in automotive accounting, Hisaoka joined the Rosenthal Automotive Group in 1984. He ran Rosenthal Honda from 1991-1996 and consistently finished in the top ten in the country in sales with award winning customer satisfaction and profitability. In 1997, Hisaoka became the President and Dealer Principal of Rosenthal Honda, Rosenthal Infiniti and Rosenthal Nissan Mazda. He is also a partner with Richard Patterson in Toyota of Bowie, College Park Honda, and College Park Hyundai. They also have a BMW and Mercedes dealership in Kentucky where Hisaoka is the Dealer Principal.

In the area of community service, Hisaoka has a distinguished record of giving. He was named by Washington Life Magazine as one of "The Philanthropic 50" in the Washington Metro Area (as one of the region's biggest benefactors).

In 2008, Robert founded a gala to honor his late sister, Joan and to fulfill her desire to help others living with cancer and to support organizations that bring hope and healing to those faced with serious illness. The gala has raised \$2.3 million in 3 years and just finished raising a record \$900,000 plus this year. Hisaoka is on the Board of Directors of the Smith Farm Center for Healing and the Arts; a Washington D.C. based non-profit organization that assists people living with cancer.

In 2007, Robert and his wife, Paula, became investors/members of Venture Philanthropy Partners (VPP). There are approximately 60 families (investors in VPP) in the Washington, D. C. area who have donated \$42,000,000 collectively. VPP is a philanthropic investment organization that helps great non-profit leaders grow effective programs to improve the lives of more children and youth of low-income families in the national capitol region. Education is a primary focus.

Hisaoka is actively involved in the community. He supports approximately 20 different charities through his time and donations including Teach for America, St. Jude Children's Hospital, Susan Komen Foundation, Life with Cancer, DC Public Education, USA Judo, and Fight for Children. "It is my honor and privilege to be able to be involved and to help support these meaningful non profit organizations who do so much for the community", said Hisaoka.

NAMAD

NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

The only nationally recognized dealer association representing ethnic minority dealers in the U.S.

CONGRATULATIONS

TO OUR MEMBERS...

Jay Rivchin,
Dadeland Dodge Chrysler
Jeep Ram
(Miami, Fla.)

Fernando Varela,
AllStar Ford
(Palestine, Texas)

Jessie Armstead,
Hamilton Honda
(Hamilton, N.J.)

Nominated
for the 2010
Urban Wheel
Dealer of the
Year Award

Winners of the Dealer of the Year are being honored for demonstrating a record of quality, growth, and service to the automobile industry. Nominees were selected by business organizations.

WWW.NAMAD.ORG

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