

NADA 2018 DAY 1



The things you might have missed....

Full on first day of NADA Show 2018, here in not-so sunny Las Vegas, with ASE guests enjoying a fascinating dealer visit and then taking in up-to three training workshops of the highest quality.

Dealer principal, Jim Meridian, was our host at Gaudin Porsche on the western side of the city. He's a straight-talking auto retail professional whose top management tip was: "You can't manage a store sitting on your arse. Get up, get out and go meet people".

A great example of profit by action and it's working: Jim was brought in to turn around a failing business so there was plenty to learn.

Other highlights from the day:

* JD Power is forecasting US car and light truck sales to finish the year at 17.0 million units. That's fractionally down on the 17.2m of 2017 but still close to record highs. Danger signals are an increasing push into fleet and new car demand affected by off-lease used. Sounds familiar!

* Digital giants Google, Facebook and Twitter shared a platform for the NADA Super Session. Lots of reasons why dealers should be making digital social the focus of their marketing.

* Three other best-practice workshop sessions for those that didn't want the Super Session. Topics ranging from the dealership business model of the future to the Lego master builder's guide to local SEO.

More learning and networking opportunities tomorrow.

