



## Day 3

Wish you were in Vegas? Here's why...

Okay: day 3 and the 9am start may not have been to everyone's taste after a night out on the town. Can't argue with the US work ethic though.

Highlight of the day had to be John Crafcik, CEO of Waymo, on stage with Mike Jackson, CEO of Autonation, the largest dealer group in the US, at the afternoon General Session. Waymo is a reality here in the US with the driverless car firm already operating cars in Phoenix, Arizona as part of its test and development programme.

Meanwhile, Jackson sees the opportunity for dealers in the driverless car market and has already made a move - signing a service and maintenance contract with Waymo for the future. Part of the commercial argument for autonomy and ride-sharing is that vehicles will actually get more usage. That's an opportunity, not a threat.

Other highlights from the day:

\* Rather closer to home: Andy Church, CEO of ASE Americas, found himself live on NADA's news feed during the day, talking about pay plans. Andy has a workshop scheduled for Sunday morning on that very subject: Powerful Pay Plans that Drive Profitability.

\* Just time for one nugget from the two Workshop tracks during the morning. We've all just got our head around 'millennials' but marketers are already starting to think about Gen Z (or Gen Zee, as it's pronounced over here). They may be only 11 to 18 years old, but they'll be in the market for cars soon and, guess what, they think differently too. Maybe time for us baby boomers to bow out?

Hang on in there: just half a day to go. The show closes Sunday afternoon (local time)