

Day 2

The things you might have missed. Day 2 of the ASE delegate visit to NADA Show 2018 and it's been 'inspirational'. You can't come away from a show like this without feeling uplifted, at least in some small way.

Big set piece of the day is the official Opening Session (yes, we know the show opened yesterday, but let's not quibble). From the rock music intro to the singing of The Star-Spangled Banner and tributes to American military heroes, this is an emotional roller coaster.

"Wow, what a year," proclaimed outgoing NADA chairman, Mark Scarpelli, and he sounded like he meant it. Keynote speaker was Nick Saban, American football coach of Alabama Crimson Tide and widely regarded as the most successful college football coach of all time. Now, you can't get much more inspirational than that.

Other highlights from the day:

* The Time Dealer of the Year award reminds us how US auto dealers are totally plugged into their local communities – and proud of it. This year's winner was Jack Salzman who runs two Chrysler-Jeep dealerships in North Carolina. He has already won a Champions of Diversity award for his recruitment policies and also supports children's and women's advocacy services and the American Cancer Society.

* Ask Alexa: vAuto, a division of the all-encompassing Cox Automotive, has launched Nexi, an artificial intelligence digital assistant which can alert staff to a wide range of issues in the dealership, such as financial data, stock requests, local market data, live deals and much more. It can communicate through text, email or pop-ups – but surely the coolest version uses Amazon Echo.
Just ask

More learning and networking opportunities tomorrow.