

VOLUME 70
MAY 2024

On the Road



GREATER
LEHIGH VALLEY
AUTO DEALERS
ASSOCIATION

THE OFFICIAL NEWSLETTER OF THE GREATER LEHIGH VALLEY AUTO DEALERS ASSOCIATION



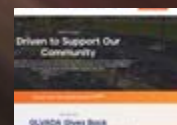
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2024 LEHIGH VALLEY AUTO SHOW DRAWS 62,000 ATTENDEES

The 25th Annual Auto Show, held in March at Lehigh Valley's Goodman Campus drew an audience of more than 62,000 people and featured all manufacturers with the small exception of BMW, Mini, Lexus, Infiniti, Maserati and Land Rover. All available floor space was filled.

"The show was a great success, and the statistics speak for themselves."

- Dan Moyer, GLVADA Executive Director

Attendance has been steadily growing, with 62,000 attendees in 2024, up from 55,000 over the last five shows (excluding the COVID year, which saw 38,000 attendees).

Incredibly, this equates to approximately 6% of the Lehigh Valley's population attending the event over four days.

To put this in perspective, Philadelphia and New York would need over 1.2 million attendees to match our 6% mark, with current attendance hovering around 166,000 over 10 days.

The Auto Show is not just a commercial endeavor; it's a community initiative. Profits exceeding \$150,000 per year are reinvested into the community, totaling over \$1.2 million from the last seven shows.

The new events went over well. Purses & Perfumes attracted a lot of attention and new attendees as did Friday Night Flights with over a dozen wineries, breweries & distilleries.



Continued on page 2

BOARD LISTING

Keith Muir, Star Buick GMC
President
Auto Show Committee

James Outten, Outten Chevrolet
Vice President
Auto Show Committee

Brent Forest, Ciocca Dealerships
Secretary-Treasurer

Tom Daub, Brown Daub Dealerships
Immediate Past President
Membership/Nomination Committee

Sam Borrelli, Faulkner Chevrolet Cadillac
Past President
Membership/Nomination Committee

Todd Egry, Wind Gap Chevrolet Buick
Education Committee

Dave Kopew, Faulkner Subaru
Donations Committee

Todd Haldeman, Ford of Kutztown
Past President, Events Committee

Gregory Williams, Rentschler Chevrolet
Education Committee

Dean Rothrock, Rothrock Motors
Honorary Member

Dan Moyer, GLVADA
Executive Director

Continued from page 1

To run the show required 75 volunteers over the four days, 20 of which were supplied by Lehigh University. Police were present at the event 24-hours-a-day, as well.

Getting the word out included various media messages by Adams Outdoor, iHeart Radio, Cumulus Radio, WDIY, and WHPA, The Morning Call, Service Electric, Business Matters, WFMZ Auto Show, and a lot of social media.



Photos by John Wilchek Photography

PREMIER ASSOCIATE MEMBERS



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Brown & Brown Dealer Services

Dealer Planning Services, Ltd

Equinox Benefits Consulting

First Commonwealth Federal Credit Union

Fulton Bank

iHeartMedia

LABNation Dealership Brokerage

McNees Wallace & Nurick LLC

Pennsylvania State Employees Credit Union

Peter Bauer Dealer Law

Philly Espresso - Etc.

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Renew Services Mobile Wheel Repair, LLC

Telco Depot Corporation

The Clean Garage

The Tire Source

Thomas Miller & Company Inc

Vitu

WDIY 88.1 Lehigh Valley Public Radio

Withum Smith & Brown P.C.

FROM THE DESK OF YOUR EXECUTIVE DIRECTOR



Another Auto Show has been packed up and put away, and I'm always amazed at how much got done and just how many people are involved in making it happen. I can't tell you how many people told me this year's was the most exciting Gala ever! And the Show itself was wonderful, as always,

but didn't it seem like it was a much younger crowd this year? I don't have enough space to thank everyone for everything they did to make this year's event so spectacular, but let me name a few. First, thanks to Buick/GMC for stepping up and paying for the prime space in the luxury pavilion. Thanks to our amazing volunteers

and to all our great show attendees who came to wander through our venues just For the Love of Cars!

We had another great event recently — our annual appreciation reception dinner honoring the incredible administrative support staff of our dealerships. This amazing event is designed to thank these Unsung Heroes and Rising Stars who provide the vital day-to-day operations that keep us going throughout the year. This year's event had a Hollywood theme, with a red-carpet entrance, picture wall, circling spotlights, paparazzi photographers, and local TV anchors interviewing these stars. It was a blast!

And finally, mark your calendars and save the date! The GLVADA Cup is scheduled for Monday, September 23 at The Steel Club.

Dan Moyer, *Executive Director*
Greater Lehigh Valley Auto Dealers Association

AUTO SHOW VIP GALA RAISES \$10,000 FOR BLOOM FOR WOMEN

The VIP Gala is a festive party held the night before the Auto Show opens to give VIPs a preview of the Show and raise money for a worthy charity in our community. This year, more than 300 guests attended the Gala, and we were pleased to make a \$10,000 donation to Bloom for Women. Bloom supports survivors of sex trafficking exploitation in the Lehigh Valley area. Guests enjoyed cocktails, unique culinary creations and live entertainment as they moved through the three venues.





MAY 20th

**Chamber Board of Governors &
Krasja Cup**
Brookside Cc.

MAY 22nd

Board of Directors Meeting
6:00pm @ Zest Bethlehem, Pa.

JUNE 10th

Love Ran Red Golf Tournament
Lehigh Country Club

JUNE 17th

Emmaus Main Street Partners
Green Pond Country Club

SEPTEMBER 11th

Board of Directors Meeting
location TBD

SEPTEMBER 16th

**Northampton Community College
Foundation Golf Tournament**
Northampton Country Club

SEPTEMBER 23rd

GLVADA Cup
The Steel Club

NOVEMBER 13th

Board of Directors Meeting
location TBD

DECEMBER 11th

GLVADA Holiday Party

NCC Shines at the Greater Lehigh Valley Auto Show

The Northampton Community College (NCC) automotive department took center stage at this year's Greater Lehigh Valley Auto Show at Lehigh University from March 21st to 24th. Enjoying prime positioning at the front of the Roush Fieldhouse building, NCC had a record crowd, providing exceptional exposure.

A major highlight was the Consulab Manual drivetrain trainer, which garnered attention with its fully functional setup, including a clutch, 5-speed manual transmission, transfer case, driveshafts, and differentials. Visitors got hands-on experience, understanding the intricacies of these components and witnessing their function in action, thanks to interactive displays.

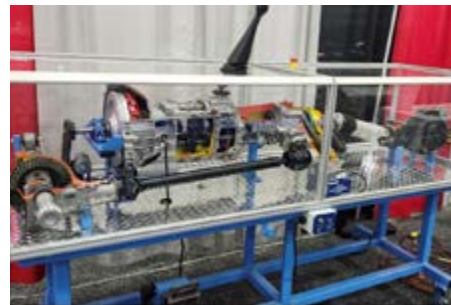
The event also showcased NCC's partnerships with industry giants like General Motors, Stellantis Mopar, Subaru, Toyota, and Ford. Accredited by the ASE Educational Foundation, NCC's programs are highly respected by both Career & Technical Education schools and industry professionals.

In addition to automotive training, NCC highlighted other industry-related programs, inviting middle school students to explore various technology options in their upcoming exploratory lab classroom at Bethlehem Hartzell Hall.

The event was a testament to NCC's commitment to preparing the next generation for success in essential industries. Special thanks were extended to industry partner and GLVADA Executive Director, Dan Moyer, for their support in supplying qualified technicians to keep America moving forward.

Lastly, kudos were given to the dedicated automotive team at NCC for their tireless efforts and passion for the industry. With their energy and support, NCC continues to shine as a beacon of excellence in automotive education.

Joseph S. Spadafora Jr., Automotive Program Manager
Northampton Community College Bethlehem



CELEBRATING OUR ADMINISTRATIVE SUPERSTARS: *A Hollywood Affair*

Our annual appreciation reception dinner was nothing short of spectacular as we honored the unsung heroes and rising stars of our dealership administrative support staff. This year's event, themed around the glitz and glam of Hollywood, transformed our venue into a star-studded affair.

Guests were welcomed with a red-carpet entrance, surrounded by circling spotlights and paparazzi photographers capturing every moment.

Throughout the year, our administrative support team keeps our dealerships running smoothly, managing appointments, handling paperwork, and ensuring day-to-day operations run seamlessly. This event was our chance to express our gratitude and shine a spotlight on their tireless efforts.

**Here's to another year of
success and collaboration!**



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MORE**



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- Access to potential candidates through GLVADA education board
- Private tours of our state-of-the-art restoration shop available

Our goal is to maintain and enhance our place as the premier restoration shop in the Lehigh Valley, featuring tours, education, maintenance, sales, and service—in addition to full frame off top-notch restoration. If we can serve you in any way as we pursue this goal, simply give us a call to discuss any ideas.

You can reach us at 610.398.3700 or info@rbcarcollection.com

Elevate Your Brand with Impactful PR & Event Marketing

BY TIFFANY SONDERGAARD, PR SUBJECT MATTER EXPERT

Congratulations on a successful 2024 auto show! With a staggering 62,000 attendees, including 2,400 more than last year, your event made quite an impression. But how do you maintain this momentum and stand out even further?

Here at --ts Brand Elevation, we specialize in promoting regional and national clients through bold, creative, and strategically focused PR and event marketing. Whether you're planning your next auto symposium or seeking to elevate your brand presence, we've got you covered.

Consider how successful dealerships captivate audiences and elevate their brand identity. Subaru transformed their space into a dog park, Mercedes showcased an impressive fleet of 22 cars, Toyota created an immersive experience with trivia and games, and "Lambo" had kids clamoring to explore their luxury car trunks.

These elaborate displays create a vibrant festival atmosphere, drawing in crowds with a kaleidoscope of colors, scenery, and inventive creativity. It's this excitement and anticipation that drives thousands of attendees to auto dealer shows year after year.

Just like the halftime show at the Superbowl, attendees eagerly anticipate what each exhibitor will unveil. As they stroll past your dealership brand and car display, the question arises: will you capture their attention or be overlooked?

That's where impactful PR and event marketing come into play. With our expertise, we can help you craft a captivating experience that leaves a lasting impression on attendees. Whether it's through interactive displays, engaging activities, or immersive brand experiences, we'll ensure your booth stands out from the crowd.

So, as you plan for your next auto symposium or industry event, consider the impact of your brand presence. With the right strategy and execution, you can turn heads, attract visitors, and leave a lasting impression that sets your brand apart from the competition.



Ready to elevate your brand?
Let's make your next event a
success together.

610-349-3671

tiffany@tsbrandelevation.com

www.tsbrandelevation.com

GLVADA Launches New Website, Driving Record Traffic to Lehigh Valley Auto Show

Get ready to rev up your online experience! GLVADA is proud to announce the launch of its sleek new website, LehighValleyAutoShow.org. This dynamic platform is your one-stop shop for all things Lehigh Valley Auto Show and GLVADA-related.

But that's not all—visit GLVADA.org and you'll seamlessly connect to the same rich content, making it easier than ever to stay in the loop.

Since its debut, the new website has been a hit, attracting over 10,000 sessions and racking up more than 23,000 page views. What's the secret? It's all about user experience. With responsive design and intuitive navigation, finding the info you need is a breeze, whether you're on your computer, tablet, or phone.



SCAN TO VIEW OUR NEW SITE



"We're thrilled by the overwhelming response," says Sarah Dams of Sarott Design, GLVADA's Ad Agency of Record. "Our goal is to provide a top-notch online experience for our audience, and this website delivers just that."

Visit lehighvalleyautoshow.org today and discover everything the Lehigh Valley Auto Show and GLVADA have to offer.

Stay tuned for further details and the exciting reveal of our special guests who will be joining us to make this year's GLVADA Cup unforgettable!



SAVE THE DATE

September 23 at The Steel Club

The GLVADA Cup

GOLF CHALLENGE ~ DOMESTICS VS. IMPORTS

SCAMMERS CLONING DEALERSHIP WEBSITES

IADA fielded a consumer complaint last week from an out-of-state consumer who felt he was getting the runaround from an Iowa dealer. An internet search had led him to the discovery of precisely the vehicle he was looking for, but he became suspicious because the dealer was anxious to accept his large deposit but reluctant to arrange for a test drive. Further investigation revealed that the dealer website he had found was a fraudulent clone of a real dealership website. He was in fact communicating with a scammer and not the dealer who had no idea that there was a fraudulent website with his dealership's name and inventory on it.

Takeaways: Monitor the internet frequently to check your online reputation, including searching for websites using your dealership's brand or identity. **If you see anything suspicious, contact PA DOT's Bureau of Investigation & Identity Protection or the Pennsylvania Attorney General's Office Consumer Protection Division at 717-787-3391 or www.attorneygeneral.gov**



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*Based on June 2023 Auto Lender Summary from Experian.



Peter Bauer

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