



NADA University’s “Learning Hub” Brings Industry-Leading Trainers to Dealers in Convenient, State-of-the-Art Online Platform

New Education, Training Resource to be launched at NADA Convention, Designed to Drive Dealership Performance, Profitability

McLEAN, VA (January 27, 2010) – NADA University, a new online education and training resource for auto dealers set to launch at the National Automobile Dealers Association (NADA) annual Convention, in Orlando, Fla., February 13-15, will feature a first-of-its-kind “Learning Hub” center designed to drive dealership performance and profitability. In addition to a broad selection of all-new NADA online courses, dealers will also have access to industry-leading trainers who have been selected as Preferred Partners.

The Learning Hub will provide training programs for dealership staffs in key business functions using a wide variety of online and instructor-led courses, webinars and workshops focused on business management, legal compliance, customer relations, human resources, and fixed and variable operations.

Among the initial group of leading industry trainers selected as NADA University Preferred Partners, these trainers will also be participating in NADA University activities at the convention:

- Alan Ram, president and founder, Proactive Training Solutions (sales, telephone, management, Internet and BDC training);
- Grant Cardone, chief executive officer, Grant Cardone (sales training);
- Ron Reahard, president, Reahard & Associates (F&I training);
- Don Reed, chief executive officer, Dealer Pro Training (fixed operations training);
- Jeff Cowan, president, Jeff Cowan’s Pro Talk (service advisor training)

More Preferred Partners will be added as the Learning Hub expands its offerings to dealers.

“NADA University and its Learning Hub platform bring dealers the best in the industry for high-quality content and state-of-the-art training, all in one place,” said NADA Dealer Operations Committee Chairman Bill Underriner. “It gives you all you need – and a lot more -- to improve business performance across the board.”

“Access to the industry’s top trainers and high-quality information would be invaluable in any market conditions, but it can be an absolute ‘game-changer’ in today’s extraordinarily tight environment,” he added.

The Learning Hub is one of four NADA University “automotive centers of excellence” designed to improve dealership performance, including: Academy (leadership development); 20 Group (performance improvement); and a Resource Toolbox (exclusive member and industry information providing the developments, regulations, trends and more impacting the auto industry).

As part of the NADA University launch by NADA and the American Truck Dealers (ATD) at the February convention, demos will be available and member access credentials provided onsite at the NADA University booth (#1801) and the NADA University Studio (West C Lobby). Dealers will be able to personalize NADA University for their employees by recording their own welcome message or other leadership message -- free of charge -- while at the NADA University studio booth. It will be hosted on NADA University exclusively for the users from that dealership to see.

For more information on NADA University, visit: www.NADAuniversity.com.

MEDIA CONTACT:

Jeff Beddow
PR Consultant/NADA University
703-304-8117, jbeddow@nada.org

ABOUT NADA: Founded in 1917 and based in McLean, Va., NADA represents the nation’s franchised automobile and truck dealers who sell new and used motor vehicles, and who engage in service, repair and parts sales. New car dealers employ nearly one million people nationwide.

ABOUT ATD: Founded in 1970, the ATD division of the National Automobile Dealers Association is the only organization representing dealers selling new medium- and heavy-duty trucks in the United States. ATD members receive full association services from NADA.

ABOUT THE PREFERRED PARTNERS:

Preferred Partner status is recognition of participation in the online NADA University Learning Hub training curriculum and is not an endorsement by NADA. Providers are selected on the basis of their positive industry reputation and the quality and relevance of their content specifically to the NADA University program. Training providers interested in learning more about the Preferred Provider program within NADA University may contact Jim Apistolas at japistolas@nada.org.

- **Alan Ram** is president and founder of Proactive Training Solutions, and recognized by most as the best in the automotive business at increasing individual and dealership productivity through effective utilization of the telephone, Internet and client base management.
- **Grant Cardone** is an international sales expert, motivational speaker, author and entrepreneur, whose programs have positively affected hundreds of thousands of people, and organizations worldwide. He writes for Entrepreneur.com and Business Week, and has been a contributor on Fox & Friends, CNBC, CNN, and the Wall Street Journal. Grant developed an automotive selling software solution called Epencil™, which was the first software product to the market to ensure automotive buyers transparency and full disclosure. He was also first to market with Information Assisted Selling™ and Non-Confrontational Selling.
- **Ron Reahard** is president of Reahard & Associates, Inc., which provides Achieving F&I Excellence!™ classes, workshops, online and in-dealership training programs that dramatically increase F&I income and customer satisfaction. Since its inception in 2001, Reahard & Associates has been dedicated to increasing dealership profits by improving F&I managers' ability to help customers, not sell customers.
- **Don Reed** is chief executive officer of Dealer Pro Training, where he has worked with hundreds of dealerships, major dealer groups and O.E.M.s across the U.S. and Canada to increase profits in their fixed operations by up to 40 percent or more with his performance based training strategies.
- **Jeff Cowan** is president of Jeff Cowan's Pro Talk, Inc., which focuses on developing service clerks into selling service advisors that deliver consistently high customer retention, customer satisfaction survey scores and substantially increased parts and labor sales. He also has a track record of success at changing fixed operations from just a "service and repair" facility into a full-service "service, repair and retail sales" department through solid sales-oriented word tracks, techniques and proven processes.