

Please VOTE YES on SB 91

SB 91 is beneficial to Colorado's economy

SB 91 will create & sustain Colorado jobs

SB 91 will protect 371 local automobile,
powersport, and RV dealers



Senate sponsor: Romer; Co-sponsors: Groff, Penry, Cadman,
Foster, Gibbs, Harvey, Heath, Hodge, Isgar, Kester, King K., Morse,
Newell, Spence, White, Williams

House sponsor: Rice; Co-sponsors: A. Kerr,
Marostica, Stephens

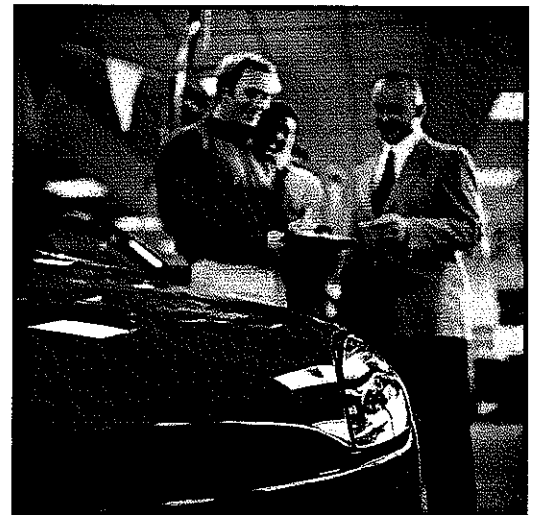
SB 91 Passed out of the Senate 33-1-1

1. SB 91 Creates and Preserves Colorado Jobs

- SB 91 will preserve the 30,000 jobs generated annually by the automotive retailing industry¹.
- SB 91 will provide local dealers with the opportunity to expand and grow their business, creating even more Colorado jobs.
- In 2007, the average dealership provided jobs for 73 people.

2. SB 91 Benefits Colorado Consumers

- SB 91 will allow consumers to purchase vehicles in Colorado for the same competitive prices available rural and urban Colorado.



3. SB 91 Protects Local Businesses

- SB 91 will prevent out-of-state automakers from imposing unfair mandates on local Colorado automobile dealers.
- SB 91 requires out-of-state automakers to compensate local dealers for the fair market value of their dealership if the automaker discontinues production of certain product lines.

4. SB 91 is Critical to Jumpstarting Colorado's Economy

- SB 91 provides local dealers the discretion to use revenue as they see fit (job creation, charitable donations, etc.), rather than be forced to use those funds to build unnecessary separate showroom facilities or take excessive financial risks.
- SB 91 will prevent out-of-state automakers from imposing unreasonable sales and service standards on local dealers.

¹ Based on 2007 study entitled "The Economic Impact of Franchised New Vehicle Dealers on the Colorado Economy."

270 Colorado Auto Dealers and Their Employees Support SB 91

Akron, Spicknall's Motor Service
 Alamosa, Town & Country Car & Truck
 Aurora, Ed Bozarth Chevrolet
 Aurora, Gateway Mazda
 Aurora, Infiniti of Denver
 Aurora, Land Rover East
 Aurora, Len Lyall Chevrolet
 Aurora, Lithia Colorado Chrysler Jeep
 Aurora, Mike Naughton Ford
 Aurora, Mile High Honda Mitsu Acura
 Aurora, Saturn of Aurora
 Aurora, Shortline Auto
 Aurora, Stevinson Toyota East & Scion
 Aurora, Tynan's Nissan
 Aurora, Tynan's VW
 Boulder, Boulder Nissan
 Boulder, Boulder Toyota Scion
 Boulder, Fischer Chevrolet Honda
 Boulder, Flatirons Subaru Acura
 Boulder, Gebhardt Automotive, Inc.
 Boulder, McCaddon Cadillac Buick Pontiac
 Boulder, Pollard Friendly Motors
 Boulder, Stammer Audi
 Boulder, Valley Chrysler Dodge
 Brighton, Brighton Ford
 Brighton, Johnson Auto Plaza
 Broomfield, Century I Chevrolet
 Broomfield, Sill TerHar Motors
 Burlington, Burlington Ford L/M
 Burlington, Vince's GM Center
 Canon City, City Auto Plaza
 Canon City, Faricy Ford Lincoln Mercury
 Canon City, Lindner Chevrolet Cadillac
 Castle Rock, Medved Chevy Buick GMC
 Castle Rock, Medved Chrysler Jeep Dodge
 Castle Rock, Medved Ford Linc. Merc. Suzuki
 Centennial, Arapahoe Hyundai
 Centennial, Burt Automotive Network
 Centennial, Burt Ford
 Centennial, Burt Kuni Honda
 Centennial, Burt Mazda
 Centennial, Courtesy Acura
 Centennial, Go Dodge Arapahoe
 Centennial, Go Nissan South
 Centennial, Go Toyota & Scion
 Centennial, Lamborghini of Denver
 Centennial, Lithia Centennial Chrysler Jeep
 Colorado Springs, Al Serra Chevy Hummer
 Colorado Springs, Al Serra Chevrolet South
 Colorado Springs, Al Serra VW
 Colorado Springs, Bob Penkhus Volvo Mazda
 Colorado Springs, Colorado Springs Dodge
 Colorado Springs, Daniels Chevrolet
 Colorado Springs, Dave Solon Kia
 Colorado Springs, The Faricy Boys
 Colorado Springs, Ferguson Buick Pontiac
 Colorado Springs, Front Range Honda
 Colorado Springs, Heuberger Motors
 Colorado Springs, Jaguar Land Rover
 Colorado Springs, Lexus of Colorado Springs
 Colorado Springs, Liberty Toyota
 Colorado Springs, Lithia Jeep Chrysler
 Colorado Springs, McCloskey Isuzu Suzuki
 Colorado Springs, Mercedes Benz
 Colorado Springs, Mike Shaw Buick Pontiac
 Colorado Springs, Morning Star Coachworks
 Colorado Springs, Perkins Motor Co.
 Colorado Springs, Phil Long Dealerships
 Colorado Springs, Phil Long Ford
 Colorado Springs, Phil Long Ford CH
 Colorado Springs, Phil Long Hyundai CH
 Colorado Springs, Phil Long Hyundai of MC
 Colorado Springs, Phil Long Kia of MC
 Colorado Springs, Phil Long Suzuki
 Colorado Springs, Phil Winslow Motors
 Colorado Springs, Pikes Peak Acura

Colorado Springs, Pikes Peak Traveland
 Colorado Springs, Porsche of Colorado Springs
 Colorado Springs, Red Noland Cadillac
 Colorado Springs, Red Noland Imports
 Colorado Springs, Saturn of Colorado Springs
 Colorado Springs, South Colorado Springs Nissan
 Colorado Springs, South Ponte Lincoln Mercury
 Colorado Springs, Toyota and Scion
 Colorado Springs, Woodmen Nissan
 Cortez, Keesee Motor Co.
 Cortez, New Country - Cortez
 Cortez, Steve Keetch Motors
 Craig, Cook Chevrolet
 Craig, Craig Ford Mercury
 Craig, Victory Motors
 Dacono, Formby Interstate Ford
 Delta, Hellman Chevrolet Pontiac Buick
 Delta, Hellman Motor Co.
 Denver, Autonation
 Denver, Colorado Mack Sales & Service
 Denver, Emich Volkswagen
 Denver, Freeway Ford
 Denver, Go Chevrolet
 Denver, Mike Shaw Chevrolet Saab
 Denver, Mountain States Toyota
 Denver, Nolan's RV Center
 Denver, Rickenbaugh Cadillac Volvo
 Denver Rush Medium Duty Truck Center
 Durango, Economy Nissan
 Durango Morehart Chevrolet Subaru
 Durango, New Country Auto Center
 Durango, Pat Murphy Motors
 Englewood, Burt Chevrolet
 Englewood, Burt Subaru
 Englewood, Burt Toyota Scion
 Englewood, Go Subaru on Arapahoe
 Englewood, Landmark Lincoln Mercury
 Englewood, Larry Miller Nissan
 Englewood, Smart Center Denver
 Federal Heights, Denver Isuzu Suzuki
 Federal Heights, Saturn North
 Fort Collins, Champion Mitsubishi
 Fort Collins, Mellenbach Motors
 Fort Collins, Ed Carroll Motor Co.
 Fort Collins, Lithia Hyundai/Chrysler Jeep
 Fort Collins, Markley Motors
 Fort Collins, Pedersen Toyota Scion Volvo
 Fort Collins, Spradley Barr Ford
 Fort Collins, Spradley Barr Linc. Merc. Mazda
 Fort Collins, Tynan's Nissan Kia Saab
 Fort Lupton, Purifoy Chevrolet Co.
 Fort Morgan, Ehrlich Toyota East
 Frederick, Stapp Interstate Toyota Scion
 Frederick, Stevinson Lexus
 Glendale, Murray Motor Imports
 Glenwood Springs, Berthod Motors
 Glenwood Springs, Bighorn Toyota
 Glenwood Springs, Elk Mountain Motors
 Glenwood Springs, Glenwood Springs Ford
 Glenwood Springs, Land Rover Roaring Fork
 Glenwood Springs, Vista Chevrolet
 Glenwood Springs, Vista Honda
 Glenwood Springs, Vista Nissan Subaru
 Golden, Christopher's Dodge World
 Golden, Go Buick Pontiac GMC West
 Golden, Go Chrysler Jeep West
 Golden, Planet Honda
 Golden, Planet Hyundai
 Grand Junction, Ed Bozarth Chevy Pontiac
 Grand Junction, Fuoco Motors
 Grand Junction, GJ Chrysler Jeep Dodge
 Grand Junction, Grand Junction Subaru
 Grand Junction, Grand Valley Hyundai
 Grand Junction, Grand West Kia
 Grand Junction, Hanson Equipment
 Grand Junction, MHC Kenworth

Grand Junction, Modern Classic Motors
 Grand Junction, Western Slope Auto Co.
 Greeley, Champion Kia
 Greeley, Ehrlich Motors
 Greeley, Ehrlich Toyota & Scion
 Greeley, Ehrlich Vehicles, Inc.
 Greeley, Ghent Motor Co.
 Greeley, Honda of Greeley
 Greeley, Hyundai of Greeley
 Greeley, Spradley Bar Ford Lincoln Mercury
 Greeley, Weld County Garage
 Greenwood Village, Arapahoe Mitsu. Kia
 Gunnison, John Roberts Motor Works
 Henderson, Transwest GMC Trucks
 Highlands Ranch, Ferrari of Denver
 Highlands Ranch, Land Rover Denver South
 Highlands Ranch, Ralph Schomp BMW
 Julesburg, Stone Motors
 La Junta, Big Valley Ford Lincoln Mercury
 La Junta, Tri County GM
 Lakewood, Emich Chevrolet
 Lakewood, Empire Lakewood Nissan
 Lakewood, Lakewood Fordland
 Lakewood, Mazda of Lakewood
 Lakewood, Osborn Automotive
 Lakewood, Prestige Imports
 Lakewood, Stevinson Automotive
 Lakewood, Stevinson Chevrolet West
 Lakewood, Stevinson Lexus of Lakewood
 Lakewood, Stevinson Toyota West & Scion
 Lakewood, Windish RV Center
 Lamar, Tri County Ford Lincoln Mercury
 Limon, Limon Chrysler Dodge
 Littleton, Alpine Buick Pontiac GMC
 Littleton, Broadway Dodge
 Littleton, Burt Buick Pontiac GMC
 Littleton, Go Chrysler Jeep Broadway
 Littleton, Go Courtesy Ford
 Littleton, Go Dodge SW
 Littleton, Go Nissan Southwest
 Littleton, Kuni Lexus
 Littleton, McDonald Mazda Volvo
 Littleton, Mcdonald Volkswagen Audi
 Littleton, Mercedes Benz of Littleton
 Littleton, Mike Ward Infiniti of Littleton
 Littleton, Peak Kia
 Littleton, Phil Long Denver Jeep Chrysler
 Littleton, Phil Long Ford Denver
 Littleton, Quality Mitsubishi
 Littleton, Ralph Schomp Honda
 Littleton, Ralph Schomp Mini
 Littleton, Saturn of Denver
 Littleton, Stevinson Imports
 Lone Tree, Don Massey Cadillac
 Lone Tree, Ed Bozarth #1 Park Meadows Chevy
 Lone Tree, Go Pontiac Buick GMC South
 Longmont, Frontier Honda
 Longmont, Hajek Chevrolet
 Longmont, Longmont Ford
 Longmont, Longmont Kia
 Longmont, Longs Peak Hyundai
 Longmont, Saturn of Longmont
 Longmont, Valley Nissan Subaru
 Loveland, Co's BMW Center
 Loveland, Davidson-Cebhardt Chevrolet
 Loveland, Ferrero I-25 Chrysler Jeep Dodge
 Loveland, Heritage Ford Lincoln Mercury
 Loveland, King Buick Pontiac GMC
 Meeker, Northwest Auto Sales & Service
 Monte Vista, First Ford
 Montrose, Flower Motor Co.
 Montrose, Montrose Ford Lincoln Mercury Nissan
 Montrose, Pollard Brothers Motors
 Montrose, Turner Automotive
 Montrose, Wollert GMC
 Northglenn, Northglenn Dodge



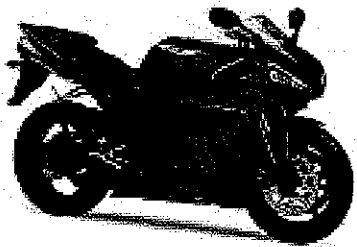
Northglenn, O'Meara Ford Center
 Parker, Burt Chevrolet in Parker
 Parker, Burt Dodge Chrysler Jeep
 Parker, Burt Ford in Parker
 Pueblo, Diodosio Motor Company
 Pueblo, Spradley Dodge Chrysler Jeep
 Pueblo, Pueblo Toyota
 Pueblo, Solon Automotive
 Pueblo, Spradley Barickman Ford L/M
 Pueblo, Spradley Chevrolet
 Pueblo, Vidmar Motor Co.
 Pueblo, Wilcoxson Buick Cadillac GMC
 Pueblo, Dale Spradley Motors
 Rifle, Columbine Ford
 Sedalia, Davey Coach Sales
 Silverthorne, Hudson Auto Source
 Silverthorne, Summit Ford
 Silverthorne, Vista Auto Group
 Steamboat Springs, Steamboat Motors
 Sterling, Bill's Motor Company
 Sterling, Korf Continental Sterling
 Sterling, Wolf Auto Center
 Superior, Land Rover Flatirons
 Thornton, Go Nissan North
 Thornton, Grand Auto
 Thornton, Lithia VW of Thornton
 Thornton, Mike Shaw Subaru
 Thornton, Pro Chrysler Jeep
 Thornton, Skyline Automotive
 Trinidad, Circle Chevrolet Buick
 Trinidad, Pioneer Motor of Trinidad
 Westminster, Go Honda
 Westminster, Go Hyundai Mazda
 Westminster, Go Subaru West
 Westminster, Mercedes Benz
 Wheat Ridge, Go Ford West
 Wheat Ridge, Medved ChevyCad Hmr
 Wheat Ridge, Medved Chrysler Jeep Sz
 Windsor, Champion Chevrolet
 Windsor, Champion Dodge Chrys Jeep
 Wray, Bonanza Ford Mercury
 Yuma, Korf Chevrolet Buick



Please *VOTE NO ON ANY AMENDMENTS* to exclude motorcycle and powersport dealers from the protections of SB 91.

Motorcycle and Powersport dealers should not be arbitrarily singled out and excluded from the much needed protections included in this bill.

***ALL* local Colorado dealers need your support on SB 91!**



Colorado has...

270 local new automobile dealers

80 local powersport dealers

21 local RV dealers

These 3 industries employ nearly 35,000 Coloradans!

SB 91 is SUPPORTED by several industries, representing over 100,000 jobs in Colorado!

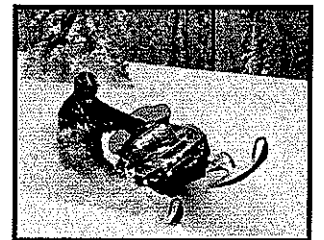
- ***Colorado Automobile Dealers Association***, representing ***270 dealers*** and approximately ***30,000 employees*** in Colorado.



- ***Colorado Motor Carriers Association***, representing ***600 members*** and approximately ***70,000 employees*** in Colorado.

- ***Colorado Independent Automobile Dealers Association***, representing ***1,175 dealers*** and approximately ***5,000 employees*** in Colorado.

- ***Powersports Dealers Association of Colorado***, representing ***80 dealers*** and approximately ***1,000 employees*** in Colorado.



- ***Colorado Auto Brokers Association***, representing ***6 brokers*** and ***250 employees*** in Colorado.



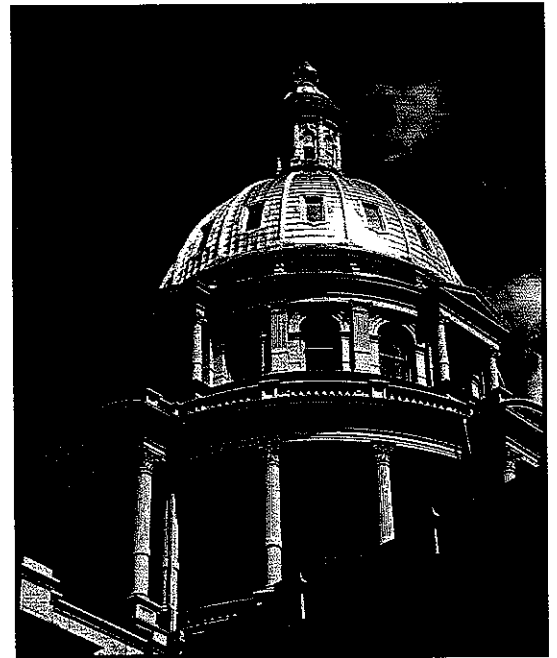
- ***Colorado Recreational Vehicle (RV) Association***, representing ***21 dealers*** and approximately ***500 employees*** in Colorado.

- ***Navistar, Inc. (formerly International Truck & Engines)***, representing approximately ***20 employees*** in Colorado.



Colorado Automobile Dealers: Vital Economic Contributors

- ✓ In 2007, the automotive retailing industry generated a total of nearly 30,000 jobs in Colorado.
- ✓ The average dealership provided jobs for 73 people in 2007.
- ✓ In 2007, State residents earned over \$1.5 billion as a result of automobile dealership operations.
- ✓ The average dealership had over \$3.85 million in payroll expense during 2007.
- ✓ Automobile dealers (through taxes collected or paid) generated more than ***\$418 million in revenue for the state and local governments in 2007***. This revenue accounts for nearly ***20% of Colorado's tax collection***.
- ✓ Sales at new vehicle dealerships in Colorado exceeded \$11 billion in 2007.
- ✓ Colorado new vehicle dealerships sold over 360,000 new and used vehicles during 2007.
- ✓ The average Colorado dealership serviced over 16,500 vehicles in 2007.
- ✓ Dealerships contributed over \$6.1 million to charitable causes in 2007.



THE DENVER POST

Car dealers try to survive as economy, sales drop

By TOM KRISHER AP Auto Writer

Posted: 01/24/2009 05:40:54 PM MST

NEW ORLEANS—At this year's version of the National Automobile Dealers Association convention, survival has passed maximizing profits as the focus of the annual event. So as thousands of dealers from across the U.S. gathered Saturday in New Orleans, they were greeted by workshops entitled "Selling up in a down economy: Taking the bull by the horns" and "Tough times, tougher dealers: Saving your dealership's assets."

By almost all accounts, 2009 will be among the toughest years ever faced by the roughly 20,000 new car dealerships in the U.S., with sales of cars and lightweight trucks projected to shrink by as much as 6 million vehicles from the 16.1 million sold as recently as 2007. Sales last year were 13.2 million, down 18 percent from 2007, and December sales ran at an annual rate of around 10 million. Last year's sales were the worst in 26 years.

The workshops, said convention Chairman Jeff Carlson, are designed to help dealers cope with 2009 and make it to the day when the auto market bounces back. "It's our charge to serve the dealers and to help them do everything that they can to remain viable," said Carlson, who runs two Ford Motor Co. dealerships in Colorado. According to the NADA, about 900 dealerships closed last year, largely due to the economy. Another 200 dealerships were opened, the association said. Dealers selling cars made by Chrysler LLC, General Motors Corp. and Ford Motor Co. are particularly under pressure with declining sales, and the automakers are seeking to thin their ranks to make the remaining dealers more profitable.

At the convention, where attendance likely will be down at least 15 percent from the 10,000 dealers and spouses who went last year, the workshops will teach dealers how to get lean and focus on areas where they're making money, Carlson said. "Those that are not, you still have them, but you have to make sure you're as efficient as possible so they don't eat you up," Carlson said. That's exactly what Phil Spady, who owns Chrysler dealerships in Columbus, Neb., and Yankton, S.D., says he is doing. Because Chrysler new-car sales are were off 30 percent last year, Spady is shifting his focus. "I'm going to pull through with the used-car business," said Spady. Jim Farley, Ford Motor Co.'s marketing chief, said he has seen dealers make dramatic cuts in expenses and employees to survive this year.

All of the Detroit Three have been trying to cut their dealership ranks, which grew when they each had a larger share of the market. All three say they don't have targets, but they are focusing on metro areas that have too many dealers representing a particular brand. Companies have been trying to consolidate dealerships, but some have simply gone out of business. GM ended last year with 6,721 dealers, down 401 from December of 2007, while Chrysler saw its dealer ranks drop by 287 to about 3,300. Ford ended the year with about 3,700 dealers, about 300 less than in 2007. At each company, dealers sell far fewer vehicles on average than Toyota Motor Corp. dealers. Detroit automakers would like to change that so the remaining dealers have more capital to invest in their facilities and in hiring the best sales and service people. Automakers and analysts say that thinning dealer ranks shouldn't hurt consumers because there still are a number of brands to keep the market competitive.

At GM, dealers are anxious because the company told Congress in an effort to get government loans that it intended to cut about 1,700 dealers by 2012. The company has put its Saab and Hummer brands up for sale, and it is talking to dealers about buying the Saturn brand, among other options. Pontiac will be reduced to just a few models. GM is to get \$13.4 billion in loans, while Chrysler is trying for \$7 billion. Mark LaNeve, GM's marketing chief, said Saturday the company is trying to manage the natural attrition that's occurring due to the economy. But he concedes dealers are still anxious, mainly about when auto sales might recover.

"There's nothing we can say that is going to calm the dealers down right now," he said. With the U.S. market slumping, Chrysler has backed away from its plans to consolidate single dealerships into dealers that sell all three Chrysler brands—Chrysler, Dodge and Jeep. Steven Manley, executive vice president of sales and marketing, said the company will still try to merge weaker dealers with stronger ones when they get into financial trouble, but it's not aggressively cutting dealerships now for fear of losing sales. "We don't want to do it at a risk of losing volume," he said. Sales in January are either about the same as a dismal December, or a little better, depending on the manufacturer. So dealers like Spady are just trying to hold on until things get better. The publicity over Chrysler and GM requesting government loans has hurt sales, but he expects that to improve as time passes.

"We need them to stay out of the news for a while. It's hard to sell to a customer when 30-60 days ago they're screaming all over the news that the companies are broke," Spady said. Carlson expects things to get better, or at least stabilize, in the third quarter of the year. But if sales don't return by then, good dealers still will survive, as they did in the early 1980s when U.S. sales tanked in a recession.

