

## 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

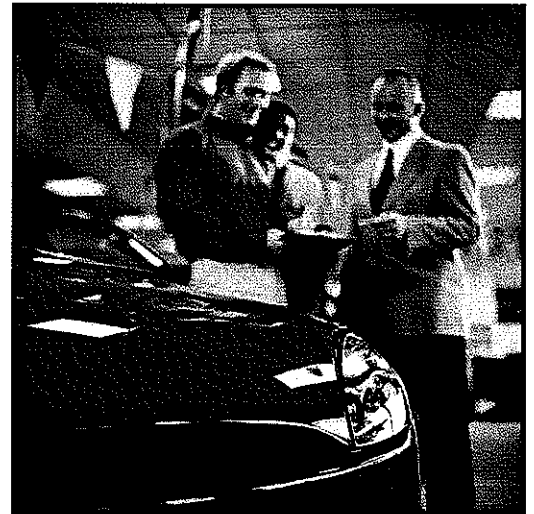
House sponsor: Rice; Co-sponsors: A. Kerr,  
Marostica, Stephens

## 1. SB 91 Creates and Preserves Colorado Jobs

- SB 91 will preserve the 30,000 jobs generated annually by the automotive retailing industry<sup>1</sup>.
- 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 in other states.



## 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.

<sup>1</sup> 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

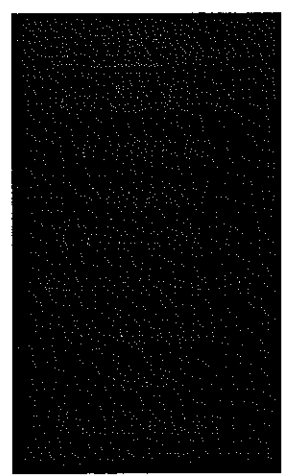
Akron, Spicknall's Motor Service  
 Alamosa, Town & Country Car & Truck  
 Aurora, Ed Bozarth Chevrolet  
 Aurora, Gateway Mazda  
 Aurora, Infiniti of Denver  
 Aurora, Land Rover East  
 Aurora, Len Lyall Chevrolet  
 Aurora, Lithia Colorado Chrysler Jeep  
 Aurora, Mike Naughton Ford  
 Aurora, Mile 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, Stammder 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 Penkhuss 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-Gebhardt 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, Pueblo 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 Chry Jeep  
 Wray, Bonanza Ford Mercury  
 Yuma, Korf Chevrolet Buick



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.



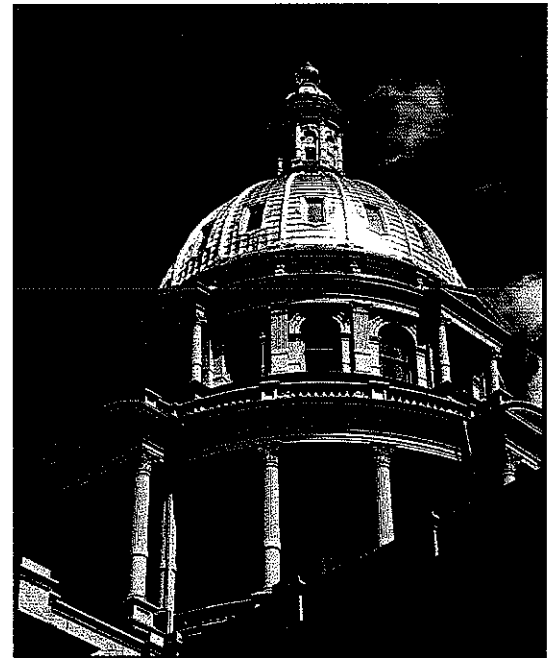
- *Colorado Recreational Vehicle (RV) Association*, representing **21 dealers** and approximately **500 employees** in Colorado.

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

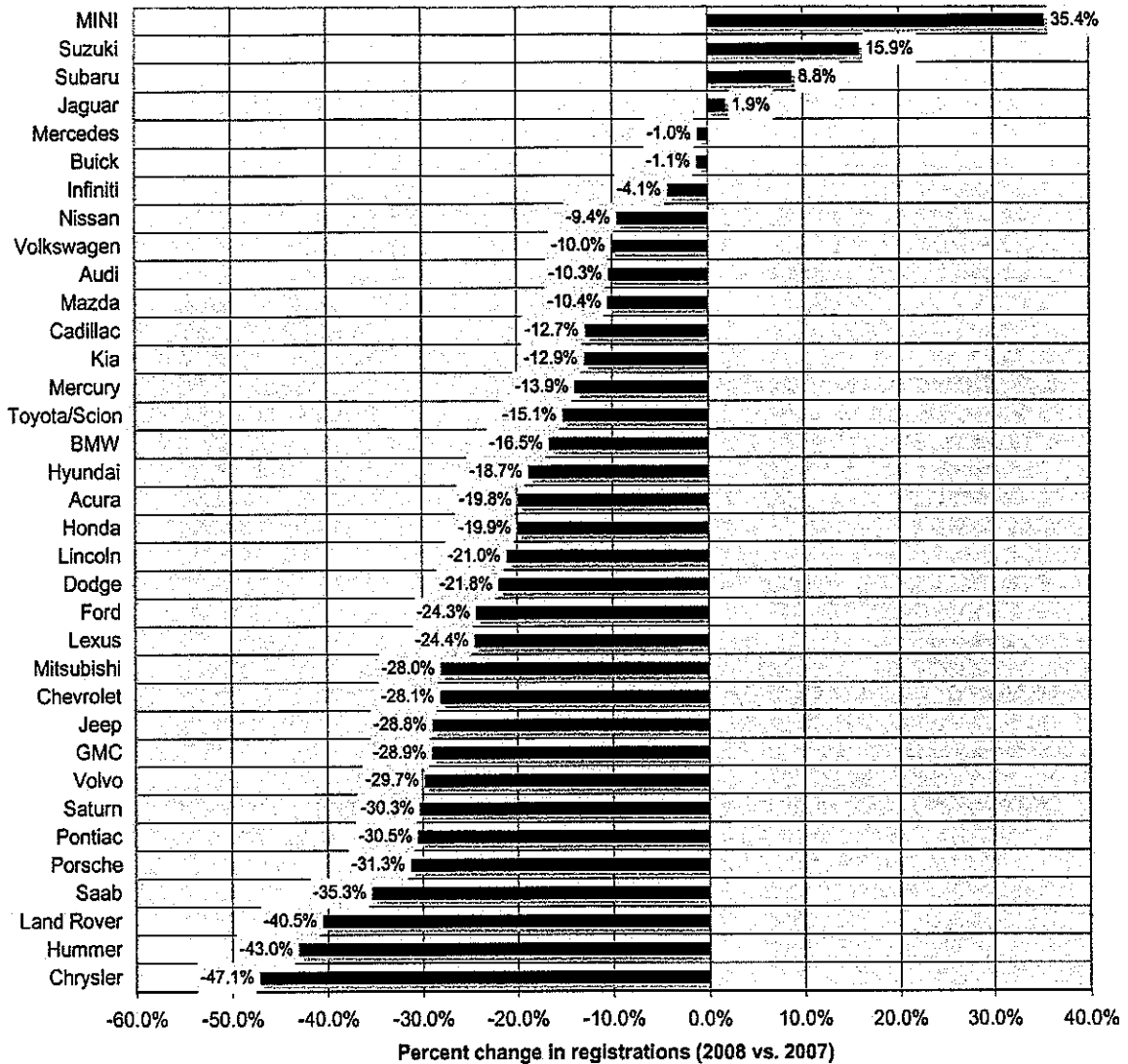


## Colorado Automobile Dealers: Vital Economic Contributors

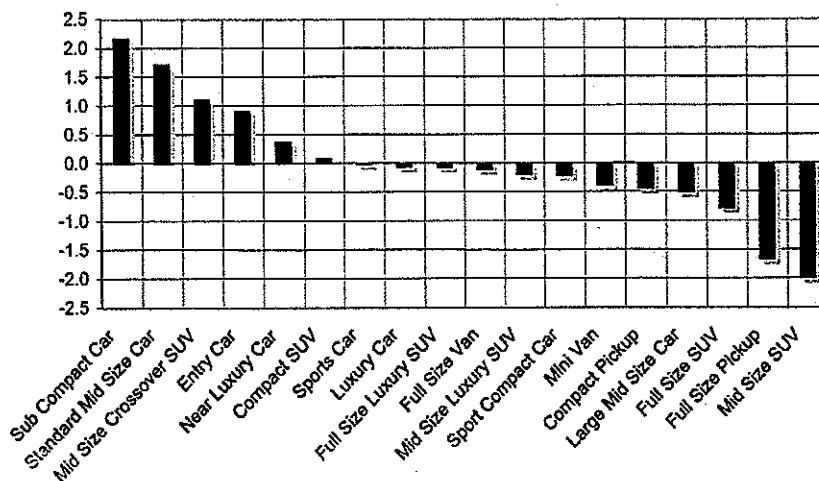
- ✓ In 2007, the automotive retailing industry generated a total of nearly 30,000 jobs in Colorado.
- ✓ The average dealership provided jobs for 73 people in 2007.
- ✓ In 2007, State residents earned over \$1.5 billion as a result of automobile dealership operations.
- ✓ The average dealership had over \$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.



Percent Change in New Retail Light Vehicle Registrations (2008 vs. 2007)



Change in Segment Market Share - 2008 vs. 2007



This report is sponsored by the Denver Metro Automobile Dealers Association and produced by Auto Outlook. For questions or comments regarding this report, please contact the Association (303-831-1722) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: [www.autocount.com](http://www.autocount.com).



# 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.

The Alliance of Automobile Manufacturers is the only organized opposition to SB 91 and they represent merely a fraction of all automobile brands.

The following *automobile brands* are NOT represented by the Alliance:



**HONDA**



**HYUNDAI**



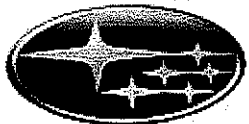
**SUZUKI**



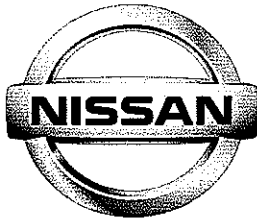
**INFINITI**



**ISUZU**



**SUBARU**



**ACURA**



**Ferrari**



**MASERATI**



**LAMBORGHINI**

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SB 91 is...

**GREAT FOR COLORADO CONSUMERS,  
GREAT FOR LOCAL BUSINESSES,  
GREAT FOR COLORADO'S ECONOMY.**

**PLEASE VOTE YES ON SB 91!**