



**Greater New York  
Automobile Dealers  
Association**





## **Paul L Charles, CPA**

Principal

CLA (CliftonLarsonAllen LLP)

**Direct** 516-202-8670

**Mobile** 516-695-5393

[Paul.Charles@claconnect.com](mailto:Paul.Charles@claconnect.com)

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# DMV-DIRECT

REGISTRATION, TITLING, & BEYOND...  
CALL 718.747.0400

GNYADA's vehicle registration and titling service, DMV-DIRECT, has been dealers go-to source for fast, convenient, & reliable DMV services.

**DMV-DIRECT provides many DMV related services, including:**

- Permanent Registration Issuance
- Duplicate Titles In 3 To 5 Days
- Out-of-State Registration & Title Processing for 42 States
- On-Site Connecticut Plates Issuance
- Dial-In Information Verification
- In-Transit Processing
- Duplicate Registrations
- Registration Renewals
- Title-Only Transactions
- Plate Surrenders
- Dealer Plate Renewals
- Rental Plate Renewals
- Repossessed Vehicles Processing
- MV-82 & Transmittal Forms Supplied
- Boat Registrations – Renewed and Duplicates
- Trailer Plates
- Commercial Plates

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**DMV DIRECT**  
VEHICLE REGISTRATION &  
TITLE PROCESSING SERVICE

GNYADA's **DMV DIRECT**

## RUSH DUPLICATE TITLE SERVICE

**FAST, LOW COST SERVICE**  
Have a title at your dealership in 3 days, easy as 1, 2, 3!

1. Fax Paperwork to 718.747.1237
2. Receive title on 3rd day
3. Submit payment

**New Jersey  
Registration &  
Title Processing**

**DMV DIRECT**  
VEHICLE REGISTRATION &  
TITLE PROCESSING SERVICE

We can meet your New Jersey Registration &  
Title Processing Needs TODAY!

**CONNECTICUT  
PLATE ISSUANCE  
PROGRAM**

NEW JERSEY TRANSACTION





# February Education and Training Classes

**February 7**

Maximizing CRM  
Potential

**February 8**

Billers' Workshop:  
Processing NYS  
DMV Transactions

**February 13 & 14**

GNYADA Sales  
Academy

**February 15**

Service Advisors  
Guide to Selling  
Service & Repair

**February 22**

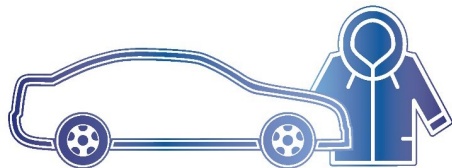
Mastering Social  
Media



Visit [www.gnyada.com/education](http://www.gnyada.com/education) to Register



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# BRING WARMTH TO A STUDENT IN NEED

## JOIN THE GNYADA COAT DRIVE!

### 1. TURN CARS INTO COATS

- Dealers can pledge one new coat for each vehicle sold during November and December.

### 2. CREATE A TEAM

- Create a Donation Page for your dealership and share with your customers.

### 3. DONATE DIRECTLY

- Pledge a flat number of new coats by texting **"CARS4COATS"** to **44-321**.





# The EV Inventory Conundrum

Trends Are Impacting the Market and Your Ability to Turn



**Kelly Stoop**  
*Regional Vice President*

**Lotlinx**

# > The EV inventory conundrum

- The EV market is exploding with options for consumers.
- Inventory is rising, and automakers remain uncertain about their plans.
- Challenge of supportive infrastructure for EVs with accessible and plentiful charging stations.
- Consumer demand has also hit a snag, causing inventory levels to grow





# ➤ Three EV market trends

## ➤ Trend 01



**EV inventory  
is rising**

## ➤ Trend 02



**Automakers are  
uncertain about  
long-term EV plans**

## ➤ Trend 03



**Consumer demand  
for EVs is softer  
than expected**

## EV inventory is rising

- EV sales hit record highs in 2023 - annual EV sales passed the 1 million mark in November, a 50.7% year over year increase compared to 2022\*
- While EV sales volumes continue to increase, unsold inventory levels are increasing faster. There was a 114-day supply of new EVs as of the end of November, compared to a 71-day supply of inventory for the auto industry overall.\*\*
- Even with deep price cuts, manufacturer incentives, and generous government incentives, EVs are not selling nearly as fast as anticipated.
- Availability is no longer a problem. *Interest is.* Incentives and tax credits could spur this, but dealers will have to become creative.

\* NADA

\*\*Source: Cox Automotive



> Trend

02

## Automakers are uncertain about long-term EV plans

- EV market has seen this dramatic change from scarcity to plenty.
- The EV market brings many new factors into the landscape that aren't present with gas-powered vehicles
- The battle to become a country of EVs has other challenges.
  - Charging is not accessible in every part of the U.S.
  - Consumers are not fully on board - safety and stability being two major concerns



## Consumer demand for EVs is softer than expected

- Supply is exceeding demand in almost every brand and model.
- The lack of infrastructure has consumer demand dwindling.
- Dealers have the same apprehensions - with only 50% excited about selling EVs\*
- In a November letter, nearly 4,000 dealerships asked the administration to “tap the breaks” on its electric vehicle mandate.
- EV consideration is growing, with 51% of consumers in this bucket. However, the gap between consideration and purchase remains wide, with the highest deterrent being price\*\*

*\*Source: Urban Science*

*\*\*Source: 2023 Cox Automotive Path to EV Adoption*

## > What can a dealer do?

- Carefully monitor days supply on EVs.
- Run VIN-specific campaigns to assure days supply does not exceed 60 days.
- Compare EV performance to local key competitors, the local market and the national market to fully attribute changes in their sales or margins.
- Leverage AI and machine learning tools to understand where the market demand for EV's is and making sure those active buyers are seeing your ads.



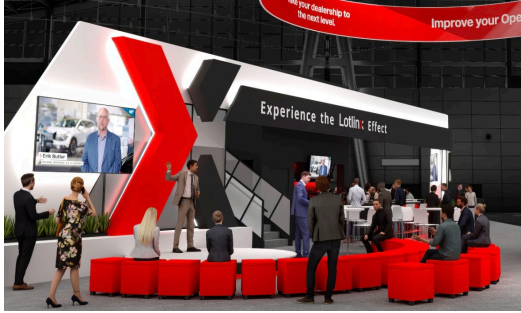
## > Summary

- The EV market is tricky right now so ensuring you are exposing your ads to the right active buyers is paramount.
- VIN-level marketing is very effective at precisely promoting the VINS to active buyers
- Download our guide, “The EV Inventory Conundrum Three Trends Are Impacting the Market and Your Ability to Turn” to gather insight into these topics and leave with a strategy to market the right vehicle to the right customer.





## Visit us at NADA @ Booth #1501W!



### Live Sessions

Attend unmissable speaking sessions. Learn business strategies from a Formula One engineer, view live podcast tapings with Jen Suzuki, and hear about the latest Lotlinx product advancements.



### Open Bar

Pull up a stool and relax with a coffee or cocktail, watch the race car competition heat up, or learn how Lotlinx can transform your inventory management and make cars fly off of your lot.



### Product Demos

Find out how our data-enriched, AI-powered inventory management can transform your dealership. Take home Titleist Pro V golf balls or a \$100 Sephora gift card when you attend a product demo.

**Thank you!**