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# DEALER DRIVEN

The source dealers are turning to for best practices and tips to keep their dealerships ahead of the game.



Hosted by Camron Wilson and  
Michael Hayes, NADA Education leaders

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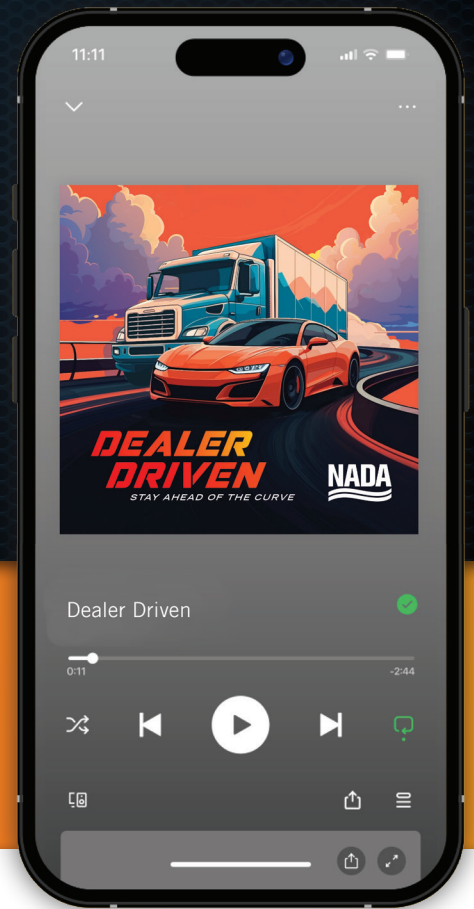
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- **Podcast Promotion:** on [nada.org](https://nada.org) through NADA social media posts and via *NADA Headlines*—our daily e-newsletter; nearly 70,000 subscribers.
- **Two 15-second self-produced commercials** per episode; airs once at the beginning and once in the middle.
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## EPISODE TOPICS

Dealer Driven tackles pressing topics in the industry. Here's a sneak peek at the coming lineup:

**“Data on Your Terms: Secure, Controlled & Clean Data = More Sales,”** with Michelle Phelps, senior director of customer success, Authenticom. Phelps will discuss how sharing your dealership data should be on “your terms.” With NADA Vault, dealers control who gets their data, when and how. Plus, for those who want to take it a step further, you can clean your data before it's sent to vendors, ensuring accuracy, efficiency and ultimately leading to more cars being sold.

**“NADA Market Beat: Q2 Review, Q3 Preview,”** with NADA Chief Economist Patrick Manzi. Gain an update and outlook for the U.S. economy and light-vehicle market. Learn more about the performance of the labor market, path of interest rates and outlook for the economy, as well as the U.S. light-vehicle market trends and outlooks for sales, powertrain mix and inventory.

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**“Auto Retail's Digital Dilemma: Why Online Hasn't Replaced the Showroom Yet,”** with Joe St. John, head of digital retail at Autofi. Given the option, most consumers don't want to start shopping online, then restart it once they're in the showroom. But that's exactly what auto retail has been forcing customers to do for decades. St. John examines the customer journey to explain the dilemma most dealerships have between the online and showroom shopping experiences, and offers advice on how to bridge this disconnect.

**“F&I Best Practices,”** with Chuck Bryant, NADA Academy instructor. Customer satisfaction and compliance are essential in finance and insurance (F&I). Discover best practices for creating clear, transparent sales processes and maintaining strong compliance in your F&I department—and learn how to make the entire experience faster and more efficient.

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**\$5,000 PER EPISODE**

Contact the NADA Business Development team with any questions, or to reserve your NADA *Dealer Driven* podcast sponsorship today!

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