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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.



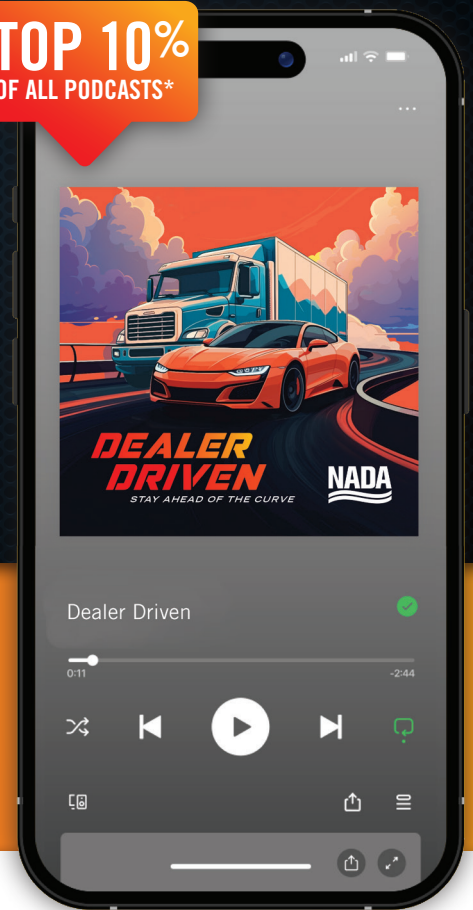
Hosted by Camron Wilson and  
Michael Hayes, NADA Education leaders

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- **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:

**“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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**“Closing Out Your Year From a Financial Perspective,”** with NADA Academy  
Instructors Sharlene Croteau and Heather Westman. Dealerships across the country are working to wrap up their fiscal year, assess performance and set the stage for a strong start to next year. But getting year-end right takes more than just crunching numbers—it requires a strategic, department-wide approach. Sharlene and Heather will walk us through smart financial practices to adopt right now, from aging inventory and floorplan expenses to department engagement and overlooked housekeeping tasks.

**“INSIDE SCOOP: 2026 NADA Show & Education Announcements,”** with  
Alison Wides and Ashley Kempson, NADA Show staff. NADA leaders will announce the educational lineups for the 2026 NADA Show and Academy. Attain a preview of the Super Sessions, Spotlight Series, Main Stage speakers, Live Stage sessions, workshops, franchise meetings, Exchange Sessions and Community Exchanges taking place at NADA Show 2026 (Feb. 3-6 in Las Vegas), as well as the 2026 schedule and new offerings from NADA Academy to help you stay ahead of the curve. No matter your dealership department or learning style, there’s something for everyone.

**“NADA Market Beat: Q3 Review, Q4 Preview,”** with Patrick Manzi, NADA Chief  
Economist, and Larry Dixon, Vice President, Auction Data Solution. 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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**\$5,000 PER EPISODE**

\* Based on first week audience size. Source: <https://buzzsprout.com/stats>

Contact the NADA Business Development team with any questions, or to reserve your  
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