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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

19,210

36,352

CUMULATIVE AUDIENCE

717,536

SOCIAL MEDIA IMPRESSIONS



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- Podcast Promotion: on <u>nada.org</u> through NADA social media posts and via NADA Headlines—our daily e-newsletter; nearly 70,000 subscribers.
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EPISODE TOPICS

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

"NADA Market Beat: Q3 Review, Q4 Preview," with Patrick Manzi, NADA Chief Economist, and Larry Dixon, NAAA Vice President, Auction Data Solution. We break down the key takeaways from Q3—rising vehicle prices, softening inventories and affordability. We also talk through the ripple effects of expiring EV tax credits, stubborn interest rates and what to expect from the used market as we close out the year. Manzi and Dixon share their expert insights into how dealers can prepare for what's coming in Q4 and beyond.

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"Insights from the NADA Dealership Workforce Study" with NADA Academy Instructor Matthew Vollmers and NADA Industry Relations Manager Joe Fleming. Vollmers and Fleming highlight the most important findings from the 2025 NADA Workforce Study, from changing compensation structures to evolving benefit expectations and the growing importance of workplace culture. The episode offers a practical look at how dealerships can use data to make smarter staffing decisions, strengthen retention and create a culture where employees build long-term careers.

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

"Using Al in the Dealership," with NADA Academy instructor Andy Seidenman.
"Al" is one of today's buzziest buzzwords. But what is artificial intelligence?
And more importantly, how can it help you work smarter and your dealership
run more smoothly? Modern retailing, dealer website management and CRM
implementation expert Andy Seidenman joins us to separate fact from fiction
as to what Al is and what it can do for your team, provide advice on how to
start implementing it into your processes today and offer a glimpse as to
what's next in the Al evolution.

"Used Vehicle Investment Management" with vAuto Founder Dale Pollak. In his latest book, Invested: The New Science, Strategy, & System of Used Vehicle Investment Management, Pollak challenges traditional beliefs and assumptions that have governed used vehicle departments for over a century. He joins us for a lively discussion and offers dealers actionable strategies and resources for used vehicle operations to drive success in today's historically challenging market.

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