

Accelerate Your Dealership IT & Cybersecurity Disciplines

Paul Truitt, Forvis Mazars
Jim Dye, Cochran Automotive
Ben Stillwagon, Cavender Auto Family

The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. Program participants should consult with their attorney to obtain advice with respect to any particular legal matter. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

1

Identify best practices to prevent cyber threats and apply them to your dealership's IT and cybersecurity strategy.

2

Define the internal controls needed to safeguard your business and customer data from breaches.

3

Implement tools that can help your dealership protect customer data and privacy.

AI

How are you utilizing AI?

How are you balancing exploring new efficiencies while also mitigating increased risk?



Protecting Information

Have you implemented additional controls to protect online systems with access to customer information?

Is there anything unique your dealership does to keep your people well trained, compliant, and prioritizing the safety of the dealership’s data?



Business Continuity

What recovery strategies do you implement at your dealership that you'd recommend?

Do you have any examples where you would do things differently?



Vendor Relationships

What is the role of the IT leader in vendor selection and oversight?

Have you changed any vendor selection processes after recent cybersecurity events?



Role of IT at the Dealership

How are you integrating with the business day to day?

How are you driving the overall success of the organization?

Why is information technology an integral part of the business?



QUESTIONS?

LAS VEGAS

FEBRUARY 3-6

2026 NADASHOW



#NADASHOW