



ABOUT NADA UNIVERSITY

The National Automobile Dealers Association (NADA) and American Truck Dealers (ATD) launched NADA University -- an unprecedented online education and cutting-edge technology resource -- for NADA's dealer members to enhance business performance in a complex marketplace.

NADA University includes substantial training and resources at no charge for dealer members, online information and insights provided by NADA and other industry leaders, and subscribed products and services available to enrolled automotive professionals.

NADA University utilizes an interactive-based training platform, focused on the auto industry, to deliver users a convenient one-source format for access to both online and classroom-based solutions and tracking. Leveraging the expert resources of NADA and ATD, NADA University encompasses four "automotive centers of excellence" that complement each other, including:

- **ACADEMY**– To build leadership skills and improve critical decision-making through executive education using such resources as the NADA and ATD Dealer successor, general management and large dealer group academies, and the highly acclaimed Babson College Executive Education program;
- **LEARNING HUB** – To train automotive staff in key business functions using a wide selection of online and instructor-led courses, webinars and workshops focused on business management, legal compliance, customer relations, human resources, and fixed and variable operations;
- **20 GROUP** – To improve business performance and profitability through access to 20 Group expert consultants, Lifeline-to-Profits in-dealership consulting and workshops and the best-in-class online make-specific financial composites with programs tailored for executives, managers, and sales and service staffs;

- **RESOURCE TOOLBOX** – To provide complimentary member benefits through online, on-demand resources such as **Driven** dealer management guides on regulations, trends and other essential information in the auto industry impacting key business decisions and **MarketINSIGHT** monthly webinars with the latest data, analysis, and industry-expert panel discussions. Breaking news, NADA-product support, and other custom services are provided to help drive sales, performance, and profits for automotive dealers.

ABOUT NADA: Founded in 1917 and based in McLean, VA, NADA represents the nation's franchised automobile and truck dealers who sell new and used motor vehicles, and who engage in service, repair and parts sales. New car dealers employ nearly one million people nationwide.

ABOUT ATD: Founded in 1970, the ATD division of the National Automobile Dealers Association is the only organization representing dealers selling new medium- and heavy-duty trucks in the United States. ATD members receive full association services from NADA.

NADA Contact Information

Customer Service:

800.557.6232

NADAuniversity@nada.org

Custom Training:

Bob Kostkan

703-821-7210

bkostkan@nada.org

NADA University Partners:

Jim Apistolas

703-821-4634

japistolas@nada.org

Media and Interview Requests:

Jeff Beddow

PR Consultant/NADA University

703-304-8117

jbeddow@nada.org