



Responds to Today's Market Challenges

The annual 2009 CAR conference and the International Automotive Remarketers Alliance's (IARA) winter meeting promises to be the strongest yet. While we have made this statement previously, the 2009 program follows through on issues discussed at our last summer meeting that required further exploration. Both IARA and CAR have a strong commitment to offer the most meaningful remarketing information and educational opportunities possible. This conference has an agenda that covers many of those issues.

Facing the Challenges in 2009

We are undoubtedly in the midst of one of the most challenging used-vehicle markets in several decades. How do we as an industry respond and react to such conditions? One of the most effective ways is to increase the dialogue between industry members looking for best practice opportunities. The IARA and CAR joint meetings have proven a valuable resource in this regard. The topics are derived from feedback with industry representatives via such venues as the IARA education committee and the IARA board of directors, which meet on a monthly basis throughout the year. These meetings provide a unique opportunity for members not only to learn from each other, but also to focus on what are the most significant issues facing the industry.

Utilizing Tools of the Trade

The IARA technology committee is developing a matrix listing of remarketing technology platforms, which will detail currently available applications. The committee plans to complete an industry-wide survey to determine what industry members consider the next most important steps in remarketing technology development.

Presenting Frame Damage Seminar

We are also excited about the frame damage seminar and workshop Wednesday, Feb. 25 at 9:30 a.m. Educating attendees will help ensure that only NAAA-approved frame damage is noted when selling vehicles. Reducing mistakes to help improve retention is a key goal of this presentation. Dave Sutton, VW Credit, and Matt Arias, Manheim, will conduct a practical, hands-on presentation of NAAA frame damage standards. We thank VW Credit for supplying the demo vehicle and Matt Arias for the educational information and expertise. Following the presentation, there will be a short knowledge test with certificates of completion issued later.

Honoring CAR Graduates

I am pleased to recognize and congratulate those who have completed the IARA Certified Automotive Remarketer (CAR) program. The certification process involves 20 courses covering all major aspects of the remarketing process and includes a rigorous testing procedure. Those who successfully complete the program demonstrate a true understanding of the various elements involved in remarketing. Our initial graduating class is a milestone event in the remarketing industry and ushers in a long-needed professional standard for remarketing professionals.



The board of directors and I take this opportunity to thank all IARA members and supporters for their time, their input, and their contributions this past year. We are pleased to be part of CAR 2009 and look forward to a successful conference. I invite everyone to join us in Chicago, August 18-19, for the IARA summer roundtable. Have a great conference and be sure to visit the IARA information booth.

Best regards,
Layne Weber, president, IARA