



Colorado Automobile Dealers Association

COLORADO AUTOMOBILE DEALERS ASSOCIATION Allied Membership

OVERVIEW OF BENEFITS

Allied membership to the Colorado Automobile Dealers Association (CADA) is offered to non-dealer businesses that have a product or service offering that would be of interest to CADA member-dealers. CADA has approximately 260 new car, franchised member dealers in the state of Colorado. Benefits of Allied Membership are as follows:

- CADA membership list is provided upon joining, and is updated annually in February. Electronic copy (MS Excel) and/or printed list of CADA members with dealership name, mailing address, main phone and main fax.
 - An allied membership list, along with contact information and a description of the product/service offering, is included in CADA communications and other publications. Members inquiring for vendors in particular service areas are directed to our Allied membership listing.
 - Subscription to CADA Open Road, our weekly e-newsletter, as well as our printed CADA Bulletin with news; information on specific dealership changes, accomplishments and noteworthy happenings; calendars of upcoming events and training sessions; legal/regulatory developments; legislative updates; and more.
 - The bulletin and e-newsletter go to all other state auto dealer associations, NADA, allied members, and dealer members. CADA Open Road reaches approximately 1,000 weekly and the CADA Bulletin approximately 500 monthly.
 - Opportunity to advertise in the CADA Bulletin at the following rates:
 - Half page = \$290.00
 - Full page = \$490.00
 - The CADA Bulletin is mailed to all member dealers in Colorado and posted on an archives web page.
 - Allied members can submit informational articles related to their product or service to be considered for inclusion in either the CADA Open Road or the CADA Bulletin.
 - Invitation(s) to attend most CADA membership events (some may be limited to CADA dealer members)
 - Opportunity to attend any CADA training / seminars for the same price as dealer members.
 - Training topics such as various employment-law related issues may be of interest to many types of businesses, and provides a chance to meet more dealership personnel.
 - Invitation to attend the CADA Annual Golf Event – held in August/September each year.
 - Opportunities to present a brief introduction of your product/service at CADA board meetings.
 - Receipt of Auto Outlook reports for Denver metro (monthly) and Colorado-statewide (quarterly) – compilation of car registration statistics, as well as forecasting information.
- Associate member dues are \$460 per year for the calendar year.

CADA Bylaws set forth the allied membership as follows:

ALLIED MEMBERSHIP: *Any person, partnership, trust, firm, association, or corporation interested in promoting the welfare of the automotive industry, including but not limited to banks, finance companies and others whose business is allied with the motor vehicle business and who are not eligible for Active Membership, subject to the approval of the board of directors, shall be eligible for Allied Membership.*

ABOUT CADA

Headquartered in Denver, the Colorado Automobile Dealers Association (CADA) was founded in 1933 and incorporated in 1938. Today, the association represents approximately 260 new car and truck dealers throughout the state and advocates for issues important to the industry including the state's goal of reducing vehicle emissions. CADA also provides intellectual leadership on industry issues before the United States Congress, the Colorado General Assembly, various federal and state regulatory agencies, city councils, the news media, and the public.

For more information, contact CADA President, Tim Jackson, at 303.282.1448, or tim.jackson@cadaonline.org.