

**MEDIA ADVISORY**  
**June 14, 2011**

**Contact:** Hannah Oliver  
(703) 519-7800  
OliverH@aiada.org

**Webinar: Sourcing and Acquiring Used Vehicle Inventory**  
*AIADA and ADESA Present Free Webinar on June 28*

**Alexandria, Va. (June 14)** – Are your used vehicle margins being compressed due to rising wholesale costs? Are you keeping cars for retail longer than you normally would? How long will the supply shortage last? The way dealers source and acquire used vehicle inventory has drastically changed, requiring vigilance and a savvy understanding of the market.

Join AIADA and its newest Affinity Partner, **ADESA**, on **June 28, 2011 at 1 p.m. EDT** for a webinar on how to rethink your used vehicle acquisition plan. Find out what best practices dealers are using to maintain margins and acquire inventory. The webinar will look at the supply timeline and discover new ways to identify and acquire the vehicles you need.

**WHAT:** A FREE webinar hosted by AIADA and its Affinity Partner, ADESA, will explore best practices for sourcing and acquiring used vehicle inventory.

The webinar will be hosted by Doug Hadden, Director of Strategic Dealer Sales and Services at ADESA. At the dealership level, Hadden has experience in nearly every department, including dealership management positions such as finance manager, sales manager, and general manager. Hadden then joined Bank of America as the company's vice president of remarketing for the west coast. Later, Hadden served as a regional sales manager for Joe Verde Sales Training, where he trained with some of the most sought-after speakers in the automotive industry. He is a regular speaker at industry events and workshops, including NADA, NAAA, NRC, CPO Forum, POADA, and Digital Dealer Conference.

**WHO:** This webinar is ideal for used car managers, general managers, sales managers, and dealer principals. Registration is open to the first 150 individuals who register. Participants do not need to be a member of AIADA to register.

**WHEN:** Tuesday, June 28, 2011  
1 p.m. EDT / 10 a.m. PDT

To register, visit: <https://aiadawebinars.webex.com/aiadawebinars/onstage/g.php?d=667171983&t=a>

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**About AIADA**

Established in 1970, AIADA is and continues to be the only association whose sole purpose is to represent America's international nameplate automobile franchises that sell and service the following brands in the United States: Acura, Aston Martin, Audi, Bentley, BMW, Ferrari, Honda, Hyundai, Infiniti, Jaguar, Kia, Land Rover, Lexus, Maserati, Maybach, Mazda, Mercedes, MINI, Mitsubishi, Nissan, Porsche, Rolls Royce, Saab, Scion, Smart, Subaru, Suzuki, Toyota, Volkswagen, and

Volvo. These retailers have a positive economic impact both nationally and in the local communities they serve, providing nearly 500,000 American jobs. Visit AIADA online at [www.aiada.org](http://www.aiada.org).