



# News FROM IIADA

August 2024

## Administrative Office.

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## Auction News

Dealer's Choice AA

[www.dcaa.com](http://www.dcaa.com)

Plaza Auto Auction

[www.plazaaa.com](http://www.plazaaa.com)

Tri-State AA – Cuba City

[www.tsaaonline.com](http://www.tsaaonline.com)

Manheim Omaha AA

[www.manheim.com](http://www.manheim.com)

Adesa Des Moines

[www.adesa.com](http://www.adesa.com)

Manheim-Minneapolis-MAA

[www.manheim.com](http://www.manheim.com)

Manheim Northstar

[www.manheim.com](http://www.manheim.com)

Des Moines Auto Auction

[www.dsmaa.com](http://www.dsmaa.com)

SUPPORT FOR THE MIDWEST  
AUTO AUCTIONS IS GREATLY  
APPRECIATED.

## Auto Dealer: 5 Hour Renewal Courses

- September 3, 2024 - Tuesday      Western Iowa Tech Community College - Sioux City  
ZOOM 09:00AM - 02:00PM
- September 10, 2024 - Tuesday      Iowa Western Community College - Council Bluffs  
ZOOM 09:00AM - 02:00PM
- September 12, 2024 - Thursday      Indian Hills Community College - Ottumwa  
ZOOM 09:00AM - 02:00PM
- September 17, 2024 - Tuesday      Southeastern Community College - Burlington  
ZOOM 09:00AM - 02:00PM
- September 18, 2024 - Wednesday      Des Moines Area Community College - Des Moines South  
Ridge ZOOM 09:00AM - 02:00PM
- September 19, 2024 - Thursday      Eastern Iowa Community College - Davenport  
ZOOM 09:00AM - 02:00PM
- September 20, 2024 - Friday      Iowa Valley Community College - Marshalltown  
Live 09:00AM - 02:00PM
- September 24, 2024 - Tuesday      Northwest Community College - Sheldon  
Live 09:00AM - 02:00PM
- September 25, 2024 - Wednesday      Iowa Lakes Community College - Emmetsburg  
Live 09:00AM - 02:00PM
- September 26, 2024 - Thursday      Iowa Central Community College - Fort Dodge  
Live 09:00AM - 02:00PM
- September 27, 2024 - Friday      North Iowa Area Community College - Mason City  
Live 09:00AM - 02:00PM
- October 3rd - Thursday      Des Moines Area Community College - Des Moines South Ridge  
Live 09:00AM - 02:00PM
- October 10th - Thursday      Kirkwood Community College - Cedar Rapids  
Live 09:00AM - 02:00PM
- October 15th - Tuesday      Northeast Iowa Community College - Cresco  
Live 12:00PM - 05:00PM
- October 16th - Wednesday      Northeast Iowa Community College - Calmar  
Live 09:00AM - 02:00PM
- October 17th - Thursday      Northeast Iowa Community College - Manchester  
Live 09:00AM - 02:00PM
- October 18th - Friday      Hawkeye Community College - Cedar Falls  
Live 09:00AM - 02:00PM
- October 22nd - Tuesday      Iowa Lakes Community College - Estherville  
ZOOM 09:00AM - 02:00PM
- October 24th - Thursday      Southeastern Community College - Burlington  
Live 12:00PM - 05:00PM
- October 25th - Friday      Indian Hills Community College - Ottumwa  
Live 09:00AM - 02:00PM

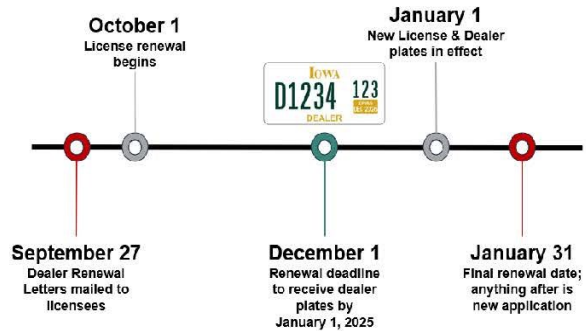
### License Renewal Season 2024

#### License Renewal

Current licenses and plates expire on December 31, 2024. You have the option to conveniently renew your license(s) and any dealer license plates online, or by submitting the paper application. Renewal letters, with instructions for how to renew, will be mailed out at the end of September. See how simple it is to renew and pay for your license online.

#### Dealer License Plates

The new dealer license plates become effective on January 1, 2025. All previously issued plates will expire December 31, 2024 and should be turned in to your local treasurer's office immediately thereafter to be recycled. The use of any previously issued plates after December 31, 2024, could result in citation by law enforcement.



#### New Look for Dealer Plates

The diagram shows a rectangular license plate with the following details and callouts:

- “IOWA”** is printed in gold (top center)
- D1234** is printed in forest green (left side)
- 123** is printed in forest green (right side)
- DEALER** is printed in gold (bottom center)
- EXPIRES DEC 2026** is printed in white on a gold background (bottom right)

Additional callouts include:

- The license number is printed in forest green (pointing to D1234)
- The word “dealer” is gold (pointing to DEALER)
- The expiration date is white print on a gold background (pointing to EXPIRES DEC 2026)
- The sequence number is printed in forest green (pointing to 123)

## Vehicle Dealer Questions and Answers

1. Q) When do the current dealer licenses and plates expire?
  - A) December 31, 2024. Titles cannot be transferred after this date unless the license has been renewed. Any purchase of a vehicle without a license will be subject to title and registration fees. Any sale of a vehicle without a license may be subject to law enforcement action.
2. Q) If I have not received my new dealer plates by December 31, can my old dealer plates still be displayed?
  - A) No. You may be issued temporary, paper dealer plates for use until you receive dealer plates.
3. Q) How long will my dealer license be valid once I renew?
  - A) Two years; thru December 31, 2026.
4. Q) Can I pay with one check if there is more than one renewal?
  - A1) No, when submitting the online renewal format, you will pay separate transactions with a credit or debit card for each license renewal.
  - A2) Yes, when submitting the paper renewal format, as long as the check number is written in the space provided on each renewal.
5. Q) Who needs to complete the dealer continuing education?
  - A) All used motor vehicle dealers must have an owner, principal, corporate officer, director, or member or partner of a LLC or LLP complete a minimum of 5 hours of continuing education program courses over a two-year period to renew their dealer license. Those dealers who are seeking renewal of a used motor vehicle dealer license who have taken the 8-hour, pre-licensing education requirement within the preceding 24 months are exempt from the continuing education requirement for license renewal.
6. Q) Where are the 5-hour continuing education classes held?
  - A) Information relating to class schedules, locations and fees can be obtained via the web at Iowa Independent Automobile Dealers Association (IIADA) website: <https://www.iowaiada.com/dealer-education>
7. Q) Can I make any changes to my business model or dealer information on the online dealer license renewal?
  - A) Yes and no. You may make changes, such as dealer plates, select business and contact information, and a few others. You may not make changes to key aspects, such as business address, owners/officers, adding new motor vehicle makes and more. Some changes require additional documentation.
8. Q) I have both a towable RV and motor vehicle dealer license. Will I receive two renewals? Will my dealer plates display the same dealer number, such as the motor vehicle dealer number?
  - A) Yes, you will receive two renewal notices. Each renewal will need to be completed, signed, and returned, or completed online. Your dealer plates will display the dealer number of each license number. If you order dealer plates under your motor vehicle number, those plates will display the motor vehicle dealer number. If you order plates under your towable RV dealer number, those plates will display your towable RV dealer number. So you will have two sets of plates.
9. Q) How much will it cost me to renew my licenses?
  - A) Information about dealer fees can be found at:  
<https://iowadot.seamlessdocs.com/f/FeesforDealerLicenseApplication>
10. Q) How do I renew my license online?
  - A) Go to <https://arts.iowadot.gov/dealerrenewallogin.aspx> See page 3 for details.

## Renewing Your License Online

Did you receive this message with your dealer or recycler license renewal application? If so, you may not need to fill out the paper application and send in a check. You're eligible



WE HAVE IMPROVED THE ONLINE LICENSE RENEWAL EXPERIENCE EVEN FURTHER! FOR YOUR CONVENIENCE, SEE HOW SIMPLE IT IS TO RENEW YOUR INFO, PAY YOUR FEES AND PRINT YOUR LICENSE CERTIFICATE **ONLINE** IN 5-10 MINUTES.

to renew your license immediately with the information on your renewal form and a credit card. New functionality this year allows you to make some changes, such as ordering more or fewer plates, removing extension lots, or updating your business hours.

Renewing your license online will have a familiar feel — it is based upon the paper application. There are four steps in separate tabs to click through.

To begin your online renewal, go to: <https://arts.iowadot.gov/dealerrenewallogin.aspx> and login using your license number and PIN.

### Step 1 - review current license information

Reviewing your license information to ensure it is correct.

### Step 2 - fees

Verifying the fees you are paying for your license renewal and deal-

### Step 3 - education

Providing dealer continuing education information. If you are not required to have continuing education, the tab will not be highlighted,

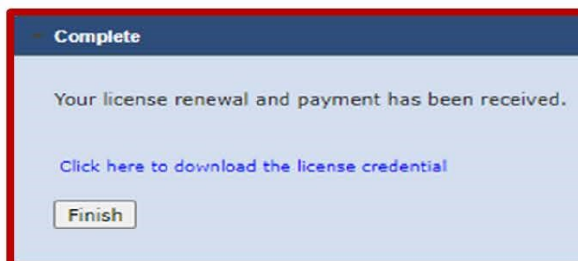
### Step 4 - request certification

Finally, certifying you are authorized to renew the license and that all information is true, correct, and complete.

Clicking "Continue" will then take you to Iowa's state government payment portal, where you can pay your fees with a credit card. Enter your payment information and email address. A receipt for the transaction will be sent to you at the email address you provide. Once your payment is complete, click "Return to myMVD" and you will be taken back to the online licensing system.

gov2go

At this point, your license has been renewed, updated within the Iowa DOT's system, and your license plates have been ordered. All that remains is choosing how you wish to receive your license credential. As we move to a more automated renewal environment, the department no longer requires your license to be printed on parchment paper as it has in the past. To finish the renewal process, you will be directed to your choice of having your license mailed to you or having it generated then in a PDF format for you to print from your own location.





# From Driveway to Showroom: Direct Deals, Prime Inventory

Explore Prime Inventory, Harness AI Insights, Secure Direct Deals, and Experience Seamless Online Acquisitions

## Approved Benefit Providers

[www.iowaiada.com](http://www.iowaiada.com)

AutoZone

Access Systems

Advanced Business Products

AutoJini.com

Auto- Owners Insurance

Associations Marketing Group, Inc.

Automotive Finance Corporation – AFC.

Citizens Community Credit Union

CU Direct (CUDL)

The Cyclone Agency.

Erikson Solutions Services, LLC

Frazier-Dealer Management Software.

First Interstate Bank

Follow-Up Plus

Globe Acceptance, Inc.

Greater Iowa Credit Union

Innovative Dealer Services

Preferred Warranties, Inc.

ProSource Finance.com

Veridian Credit Union

Reynolds & Reynolds Inc.

S & C Automotive, Inc.

U Drive Acceptance Corp.

Wilson Distributor Service

SCA Auctions is thrilled to announce a valuable partnership with EpiCar bringing you an exciting opportunity to access high-quality inventory through their daily car auctions. EpiCar offers a streamlined and efficient way for dealers to connect with private sellers and enhance their vehicle selection.

Why Partner with EpiCar's Daily Auctions?

- Daily Fresh Inventory: Discover new vehicle listings every day.
- Detailed Photos & Reports: Evaluate vehicles with comprehensive photos and free history reports.
- Seamless Registration: Upload your dealer license for immediate access—no hassle involved!
- Efficient Arbitration Time: Inspect and finalize purchases effortlessly with vehicle arbitration time.
- Cost Savings: Utilize the search tool to find ideal vehicles and save on marketing costs by paying only for the cars you buy.
- Commission-Free First Purchase: Enjoy your initial purchase with no commission fees.

How It Works:

- Sign Up: Register with EpiCar by uploading your dealer license.
- Browse & Bid: Access and bid on daily auction listings.
- Stay Updated: Receive notifications about new lots available near you.
- Filter & Find: Use proximity filters to find the best inventory tailored to your needs.

Ready to discover exceptional inventory with ease?

Join EpiCar's daily auctions today and experience the advantages of our partnership. [Click here](#) to get started!

Best regards,

The SCA Auctions Team

# Depreciation in wholesale market slows



NIADA

[NIADA](#) August 21, 2024

Wholesale used vehicle prices are starting to stabilize at the mid-point of August.

The depreciation of the market dropped to 0.17 percent, according to BlackBook's Market Insights. It was nearly half the previous week's 0.32 percent drop.

"Fast forward three years from a COVID market low in new vehicle production, add high interest rates, significant negative equity, and rising new vehicle incentives, and you get a mix of adjustments in the wholesale market," BlackBook noted. "Last week, segments like compact cars, crossovers, minivans, and small pickups performed well, while high-dollar segments like the full-size luxury crossover/SUV experienced significant declines.

Small pickup prices grew by \$61 or 0.29 percent. Minivans were up \$18 or 0.11 percent. Compact crossover SUVs increased by \$13 or 0.09 percent. Compact cars gained \$6 or 0.06 percent.

In contrast, the full-size luxury crossover SUV was down \$319 or 0.8 percent.

Collectively, the nine car segments fell by 0.29 percent or \$45. The 13 truck and SUV categories dropped by 0.12 percent or \$24.

The auction conversion rate is at 59 percent.

"Auction inventory has leveled off and remained stable last week, further suggesting a possible stabilization or improvement in the market," BlackBook reported.



## Do Not Drive warnings spike after Ford, Mazda recalls



Urgent “Do Not Drive” warnings were issued by Ford Motor Co. and Mazda for more than 457,000 vehicles with recalled, unrepaired Takata airbags.

The warning for another nearly half a million vehicles increases the total for vehicles with “Do Not Drive” notices to 770,000, according to data compiled from CARFAX. It was an 80 percent spike this past week.

“We’ve been following these in detail since May of last year,” said CARFAX Editor-in-Chief Patrick Olsen. “This is far and away the biggest increase that we’ve seen. And these are incredibly urgent for consumers to address.”

According to the National Highway Traffic Safety Administration, owners of these vehicles should not drive the vehicle until the repair is completed and the defective airbag is replaced.

“This “Do Not Drive” warning covers all unrepaired, recalled Ford, Lincoln and Mercury vehicles, as well as all Mazda vehicles, that are equipped with non-desiccated Takata airbags,” said the NHTSA press release.

“Some of these vehicles are now more than 20 years old, which increases the risk of an airbag rupturing in a crash. If an explosion occurs, it can severely injure or kill vehicle occupants.”

The Ford warning covers 374,290 vehicles with model years between 2004 and 2014, including: the 2004-06 Ranger; 2005-06 GT; 2005-14 Mustang; 2006-12 Fusion; 2006-12 Lincoln MKZ/ Zephyr; 2006-12 Mercury Milan; 2007-10 Edge; 2007-10 Lincoln MKX; 2007-11 Ranger.

The Mazda warning includes 82,893 vehicles in model years 2003-15, including: 2004-09 B-Series; 2003-13 Mazda6; 2006-07 MazdaSpeed6; 2004-11 RX-8; 2004-06 MPV; 2007-12 CX-7; 2007-15 CX-9.

Ford said in its press release about the recall it has made more than 121 million outreach attempts in the U.S. through letters, emails, phone calls and text messages.

Olsen pointed out that other carmakers have also made extraordinary efforts to reach consumers impacted by the recall.

“The reason they’re all putting forth this much effort is twofold: 27 people have died and more than 400 have been injured in incidents involving Takata airbags; and these vehicles are now so old – this latest order is for models from 2003-2015 – that they’re on their second, third, fourth, etc. owner, so tracking them down is not always easy,” Olsen said.

A CARFAX report from May pointed out that consumers have been slow to act on the recall with more than 6.4 million vehicles having the Takata airbags. Texas had 788,000 of the vehicles and California had 739,000.

Consumers who own a Ford, Mercury or Mazda model can check to see if their car is involved at [carfax.com/recall](http://carfax.com/recall). They need only plug in their Vehicle Identification Number or license plate info, and Carfax can tell them instantly – for free – if their car has any unfixed recall.

NIADA

Author

### Auction News

Adesa – Sioux Falls

[www.adesa.com](http://www.adesa.com).

Manheim Kansas City

[www.manheim.com](http://www.manheim.com)

Greater Rockford AA

[www.graa.net](http://www.graa.net)

Quad City Auto Auction

[www.qcaa.com](http://www.qcaa.com)

Lincoln Auto Auction

[www.lincolnautoauction.com](http://www.lincolnautoauction.com)

### IIADA EVENTS:

2020 Annual Meeting

TBA - 2020

### NIADA EVENTS:

June 15-18, 2020

NIADA Convention

Las Vegas – MGM Grand

### KEEP US INFORMED

DON'T FORGET TO LET

IIADA KNOW IF YOUR

E-MAIL, ADDRESS OR

PHONE NUMBER CHANGES

## Arizona dealer fined \$2.6M by FTC



An Arizona dealership will pay \$2.6 million to settle a lawsuit from the Federal Trade Commission and State of Arizona.

Coulter Motor Company, which owns Coulter Cadillac Tempe and Tempe Buick GMC, was alleged by the agencies to have used deceptive online pricing to charge Latino consumers more in interest and add-ons.

The dealership and its former general manager Gregory Depaola will have to pay the settlement.

The FTC stated in a survey of Coulter consumers that 92 percent were charged for add-ons without their authorization or believed were required.

“Coulter used junk fees and other illegal tactics to drive up prices for consumers, especially Latino consumers,” said Samuel Levine, Director of the FTC’s Bureau of Consumer Protection in a press release. “The FTC will continue cracking down on practices that drive up prices, cheat consumers, and undercut honest sellers.”

The suit claimed Latino customers paid nearly \$1,200 more in interest and add-ons compared to white consumers.

It also stated the dealership advertised prices online that consumers were told at the dealership were unavailable due to “market adjustments”, add-ons and fees.

According to the FTC, \$2.35 million of the settlement will be used to refund consumers.

NIADA

Author



# *Auto-Owners* INSURANCE

## **Auto- Owners Insurance**

Discount to IIADA members on  
Dealer Insurance and Dealer Bonds  
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Auto-Owners Insurance Company

All IIADA Members please confirm with your Auto-Owners Agent your are a member in good standing with the IIADA to maximize your Auto-Owners Membership benefit discount.



Globe Life Liberty National Division

Tim Nuckolls Agencies

1001 Grand Ave #200

West Des Moines, IA 50265

Greg Witzenburg Sales Agent

641-750-8275



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200 Pinebrook Place, P.O. Box 278

Orwigsburg, PA 17961

Website: [www.warrantys.com](http://www.warrantys.com)

Iowa Contact: Kristine Castel

Cell: (515) 322-6397

Fax: (877) 233-0298

[Kristine.castel@preferredwarranties.com](mailto:Kristine.castel@preferredwarranties.com)