



TUESDAY
MAY 14, 2024

SPRING DEALER MEETING

The Dealership of TOMORROW

A look ahead at the trends swirling around
and impacting our American auto industry.

LOCATION: Eagle Eye Banquet Center
15500 Chandler Rd, Bath Twp, MI 48808

complimentary member
program for dealers
and managers



Keynote Speaker **GLENN MERCER**

Glenn Mercer is an independent automotive researcher with over 35 years of automotive experience. Beginning in 1985 at a *Certain Consulting Firm*, he was a partner in the automotive practice, participating in hundreds of client studies. He has been a sole practitioner since 2006. In addition to project work for investment firms, he has been an advisor to industry entities (including NADA) a board member for automotive firms, an expert witness in automotive cases and a lecturer on automotive economics in academia. Prior to beginning his automotive career at McKinsey, he worked at first the CIA and then at BP. He has been president of the Society of Automotive Analysts and director of the International Motor Vehicle Program. (He once owned a Zanardi NSX but sold it, which says something about his ability to forecast!)

DESIGNED for **BUSY LEADERS**

To make quality use of your time, we have arranged an agenda that allows attendees to network, enjoy lunch, and hear from an industry expert all in one afternoon.

This is an excellent program for dealers and decision makers. We hope you can join us.

Please reply by May 1, 2024 to reserve your seat.

EVENT SCHEDULE

- 11:30 am : networking
- 12:00 pm : lunch
- 12:30 pm : legal, regulatory and association updates
- 1:00 pm : keynote presentation

KEYNOTE DISCUSSION TOPICS

Mobility services and ride-hail | Autonomous vehicle | Software-defined vehicle | EVs | Changing channels (dealers, agents, direct-to-customer) | Artificial intelligence in retailing | China (battery chokepoint, vehicle exporter)

REGISTRATION

- ✓ Pre-registration is required.
- Scan the QR code to register online or return the back side of this handout.





Program SPONSORS



REGISTRATION

MADA Spring Dealer Meeting

Tuesday, May 14, 2024

Eagle Eye Banquet Center
15500 Chandler Rd, Bath Twp, MI 48808



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thank you for your support!

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PLEASE PRINT	
Dealership	City

ATTENDEES		
Full Name	Email Address	Please note any meal restrictions
1.		
2.		

Thanks to the support of event sponsors, this is a complimentary program for MADA dealers and staff.

Seating is limited. Please register early.

Questions? Call MADA at (800) 292-1923.

RSVP Deadline: May 1, 2024



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