

EDUCATE. GIVE. CONNECT.

MEMBER BENEFITS GUIDE



EST. 1904

Philadelphia Automobile Association

WHAT FUELS US.

You, our dealers — that's what fuels us.

Our mission remains clear and steadfast: to support, promote and protect the common interests of the franchised new car and truck dealers of Greater Philadelphia by providing services and programs, disseminating information, enhancing dealership image and pooling collective influence for the benefit of our members. Keep reading to see what we offer and how we do what we do...for you.



WE EDUCATE. WE GIVE. WE CONNECT.

We are proud to be your Auto Dealers Association of Greater Philadelphia.

With membership now expanded to 11 counties throughout our region, including ***Berks, Bucks, Burlington, Camden, Chester, Delaware, Gloucester, Lancaster, Montgomery, New Castle and Philadelphia***, our reach and impact have never been greater.

So, whether you are a returning member or brand new to our association, enjoy this Member Benefits Guide so we can keep driving the industry forward — together.

A photograph of two people at a networking event. On the left, a man with short grey hair, wearing a dark suit, light blue shirt, and red patterned tie, is smiling broadly. On the right, a woman with dark hair and bangs, wearing glasses and a dark patterned top, is also smiling and looking towards the man. The background is slightly blurred, showing other people and indoor lighting.

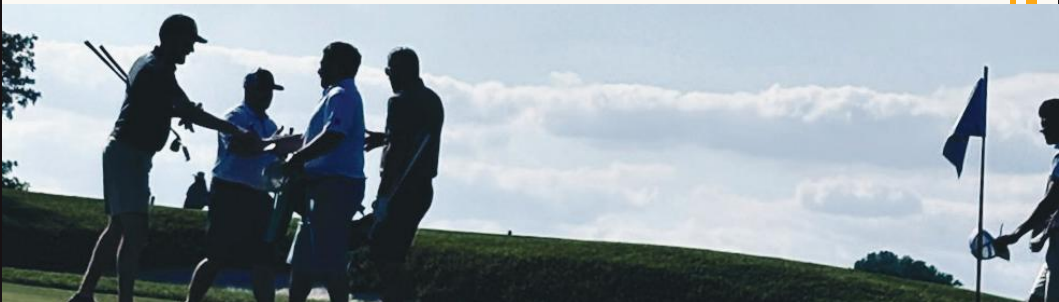
NETWORKING WITH PEERS.

Meaningful peer connections are one of the most tangible benefits an association can provide. When our members network, not only do individual dealerships get stronger, but the whole industry does. Here is a quick reminder and snapshot of a few of our signature networking events that you should take advantage of!



ANNUAL DINNER MEETING

With an even mix of business and pleasure, this November event invites our entire membership to come together to celebrate successes, strengthen connections and much more.



ANNUAL GOLF OUTING

When our members unite, great things happen. Our annual golf outing is no exception! With funds raised going directly to programs run by our allied Foundation, there is a reason this event sells out in associate member sponsorships and dealer player spots every year.



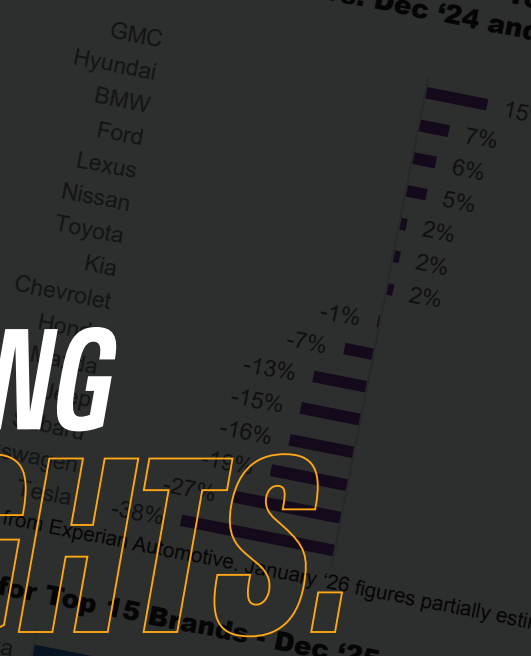
CFO/CONTROLLER & FIXED OPS ROUNDTABLES

Why not learn from the road others have already traveled? Our Roundtable Meetings invite members to come and share best practices, discuss industry trends, discover new solutions and the list goes on in a friendly, peer-to-peer setting. A must-attend gathering for those that help drive your business to success, these roundtables take place quarterly at our offices.

Greater Philadelphia Area
Retail Light Vehicle Registrations

Registrations			Market share		
Dec '24 & Jan '25	Dec '25 & Jan '26	% Chg.	Dec '24 & Jan '25	Dec '25 & Jan '26	
335	409	22%	1.3%	1.7%	
25	12	-52%	0.1%	0.0%	
510	358	-30%	1.9%	1.5%	
1,117	1,182	6%	4.3%	4.9%	
288	214	-26%	1.1%	0.9%	
271	220	-19%	1.0%	0.9%	
525	1,415	-7%	5.8%	5.9%	
71	68	-4%	0.3%	0.3%	
77	76	-1%	0.1%	0.1%	
24	2,127	5%	0.1%	0.1%	
7	167	0%	0.1%	0.1%	
	780	5%	0.1%	0.1%	
	2,366	3%	0.1%	0.1%	
	1,498	7%	0.1%	0.1%	
	9	0%	0.1%	0.1%	
	124	4%	0.1%	0.1%	
	861	6%	0.1%	0.1%	
	1,541	-1%	3.9%	3.6%	
	161	-44%	5.9%	6.4%	
	832	2%	1.1%	1.1%	
	158	18%	0.5%	0.5%	
	21	-9%	0.1%	0.1%	
	763	-15%	0.1%	0.1%	
	82	-22%	0.1%	0.1%	
	58	-35%	0.1%	0.1%	
	4	-33%	0.1%	0.1%	
	0	2%	0.1%	0.1%	
		-59%	0.1%	0.1%	
		-28%	0.1%	0.1%	
		-4%	0.1%	0.1%	
		-22%	0.1%	0.1%	
		-19%	0.1%	0.1%	
		38%	0.1%	0.1%	
		2%	0.1%	0.1%	
		7%	0.1%	0.1%	
		0%	0.1%	0.1%	

Covering Data
Percent Change in Registrations for Top 15 Brands
Dec '25 and Jan '26 vs. Dec '24 and Jan '25



PROVIDING INSIGHTS.

We know you have access to a plethora of resources on industry trends, hot topics, etc. We don't try to replace them; we try to complement them. Here's how:

AUTO OUTLOOK

What happens nationally matters, but what happens locally matters more...and that's where our Auto Outlook comes in. Reporting registration numbers directly from our area in both monthly and quarterly editions, Auto Outlook covers it all, including data from our new member counties! This will allow all members to keep a pulse on what's happening in the entire Greater Philadelphia region. So, no matter where you are located, you'll receive the numbers that matter most to you. With new and used vehicle numbers reported accordingly, this is a member benefit of tremendous value.

PUBLICATION OF THE AUTO DEALERS ASSOCIATION OF GREATER PHILADELPHIA

DRIVING FORCE
QUARTERLY

Officers, Members, Charter
and
By-Laws

OF THE
PHILADELPHIA AUTOMOBILE
TRADE ASSOCIATION

Reincorporated:
BANK AND COLUMBIA STREETS
1911

NEW WEBSITE | MORE POSSIBILITIES | SAME MISSION

ADAGP.COM

Smartphone screen text:
Educating.
Giving.
Connecting.
It's what we do. & what we love.
Business & Member
For Our Industry.
For Our Community
PHILADELPHIA AUTO KNOW
IN THEATRE
FOR ASSOCIATION

Auto Dealers Association HAPPENINGS

We've got lots of news to share at the ADAGP. Check it out!

Celebrating Techs

This Spring, we hosted our second Member Perk Opportunity at a Philadelphia Flyers game. The goal of our Member Perk Opportunities are to remind our Dealers that their Association is here for them and applauds their continued good work.

So here's what we did. The Philadelphia Flyers were having a special Dealership and Technician Appreciation Night as our Association purchased 500 tickets to raffie off amongst our dealer member techs. We asked dealership management to nominate a tech of theirs and did a drawing at random. The result was a night where our techs felt appreciated, management looked great for nominating one of their own, and our Association engaged with members in a way that everyone loved!

Dates Announced for Roundtables

A place where helpful accounting-related tips are shared amongst peers without giving away any trade secrets, our CFO Roundtables meet quarterly and are open to all dealer members. Remaining dates for 2026 include, September 17th and December 17th.

Challenges that are open in nature and always focus on processes and ideas that can build fixed business, our Fixed Ops Meetings are also open to all dealer members. We have two meetings left in 2026 so get register and/or save the date! The next meetings will take place on September 16th and December 16th.

Question? Reach out to Jenn Jackson at jenn@adagp.com or 610.279.5229.

New AMS in use

The ADAGP has implemented a new Association Management Software (AMS) system that will serve as a benefit to all. A place where you can login and register for events, update your contact information, pay invoices, etc., our new AMS system called MC Trade will be of great use to many. Emails with your individual login link will be distributed to the primary contact on file for your dealership and/or company. These will go out this summer. Should you want to get a jumpstart or have specific questions about contact information listed in the system, please reach out to Vicki Thatcher at vicki@adagp.com or 610.279.5229.

Dues Invoices Update

Dues invoices will be sent out to all current members this summer. We kindly ask that you reach out to us if you have a specific billing contact that you would like to receive this information. Otherwise, we will send the invoices to the primary contact listed in our database. Questions about dues invoices? Reach out to Michelle Druggery at michelle@adagp.com or 610.279.5229.

New Member Alert

The ADAGP is proud to welcome several companies to our always impressive list of Associate Members! As a reminder, Associate Members play a vital role in the success of all ADAGP events and initiatives. They are proud to be sponsors, volunteers and more in the effort to promote our mission, which is to support, promote and protect the common interests of the franchised new car and truck dealers of Greater Philadelphia by providing services and programs, disseminating information, enhancing dealership image and pooling collective influence for the benefit of our members." Welcome to the following 2026 additions:

Uber for Business	Diversified Lighting
Chase Auto	SAR Automotive
Comcast Advertising	Equipment
Dave Martin Group (DMG)	Ally Financial, Inc.
LSI Lighting	

DRIVING FORCE

Keeping our members engaged and updated with everything that keeps us busy only strengthens us. Our signature quarterly publication, the Driving Force, helps us do that. From event recaps to member highlights and everything in between, this continues to be a must-read. Advertising and advertorial opportunities are available and exclusive to Associate Members keeping the publication's content always relevant to members. For more information on any of our publications or to make sure you are receiving all of them, contact Andrea Simpson at andrea@adagp.com or 610.279.5229.

EMPLOYMENT LAW ADVICE

Fisher & Phillips, LLP is on retainer to provide year-round counsel to Dealer Members on employment issues. In addition, we've arranged a discounted flat fee for ADAGP Members on Diversity and Inclusion Services including diversity audits, policies and more. Dealer Members are welcomed to take advantage of these resources by connecting with:

Matt Simpson, Partner – (404) 240-4221 | msimpson@fisherphillips.com

Heather Steele, Partner – (610) 230-2134 | hsteele@fisherphillips.com



HELPING EDUCATE.

We take great pride in helping our members get access to some of the best training around...because let's face it, regardless of the brands you sell, there are dozens of education topics and types of training that apply to everyone. And, that's where we come in. From sales to service and so much in between, we encourage every dealer to check out our latest offerings. To date, we have offered training to more than 500 people with some of the industry's most notable speakers. Think of it as national-level resources being offered right in your backyard...at a fraction of the cost. All events are interactive and held in-person at our newly-renovated offices in East Norriton.



PROMOTING THE INDUSTRY.

TECH COMP

Did you know your Association holds an annual automotive technology competition for high school seniors where approximately \$1 million in scholarships and prizes is awarded every year? Let's take it one step further...did you know that you can be a part of it by simply sponsoring a team that neighbors your dealership? Talk about a great way to get in front of future techs!

Our Annual Tech Comp is widely-known as one of the nation's best run automotive technology competitions. If you are interested in being a part of an event that not only inspires a generation of future techs but also makes a life-changing impact on their lives, you must inquire more about our unique Tech Comp!

TECH TUESDAY

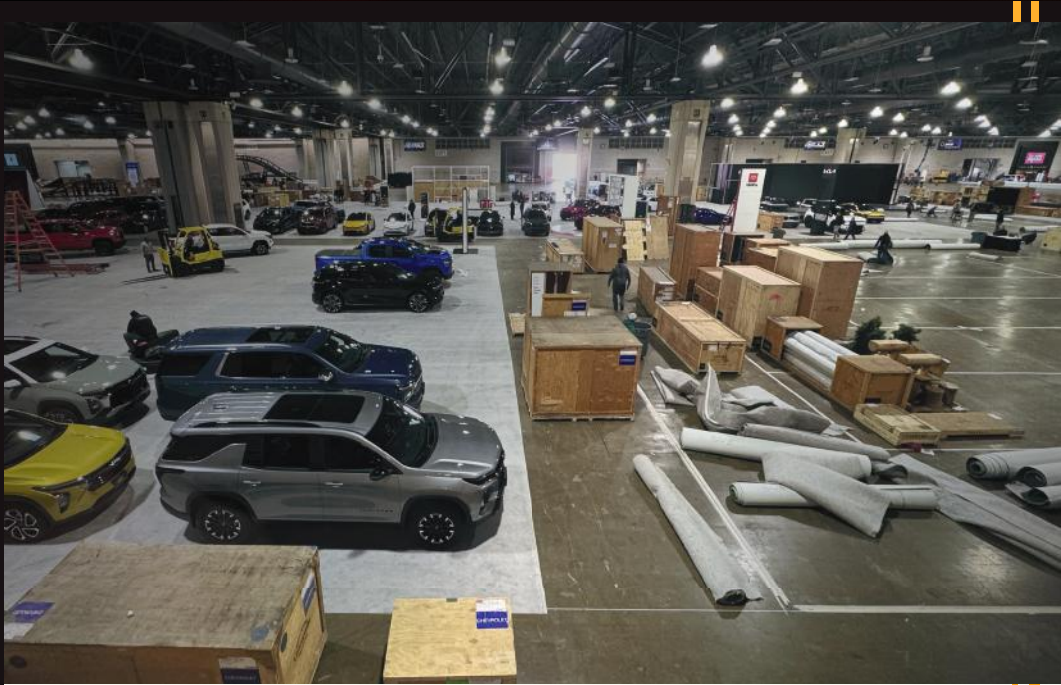
Another question for you...did you know that Tuesday at the Philadelphia Auto Show is known as Tech Tuesday? Another way to get in front of future technicians or dealership employees is by participating in our one-of-a-kind, auto industry-infused Career Fair on Tech Tuesday. Every ADAGP Dealer Member is invited to participate in this event. We've only been doing it for a few years, but it has paid off in dividends - as both a member benefit as well as industry resource for our youngsters!

For questions on either event reach out to Jenn Jackson at jenn@adagp.com or 610.279.5229.



HIGHLIGHTING YOUR BRAND.

You know it, we know it. The Philadelphia Auto Show offers a marketing opportunity for your brand like nowhere else. This 125-year-old tradition has stood the test of time for a reason – consumers want and need a place to see, shop and compare all their vehicle options under one roof, especially in today's competitive market. That's why more than 100,000 of them purchase their own ticket to come and look at the product you sell. Further, 67 percent of attendees report they are actually in the market for a new vehicle in the next two years, so there is no more qualified audience you should be in front of!



Every ADAGP Dealer Member receives 150 complimentary tickets to be used for staff or consumers as a benefit of your membership. In addition, the ADAGP now designs and builds product displays for its dealer members for a fraction of the cost...so it's easier for every brand to be part of the event. Questions or want more details on attendee demographics, the show's influence on sales, etc.? Contact Philadelphia Auto Show Director Kelsey Baker at kelsey@adagp.com or 610.279.5229.





GIVING BACK.

In case you didn't know...when you're a member of the ADAGP, you're also a member of our allied Auto Dealers CARing for Kids Foundation. Since 2003, our Foundation has proudly donated more than \$20 million to area children's charities, initiatives, institutions, and more. We are most known for our support of Children's Hospital of Philadelphia through proceeds of the Philadelphia Auto Show Black Tie Tailgate, as well as our signature new coat program Driving Away the Cold. Support of both by all membership is welcomed!



DRIVING AWAY THE COLD

Our most unifying effort, the Driving Away the Cold New Coat Program started back in 2008 when we challenged our Dealer Members to pledge a new winter coat to a local child in need every time a car was sold that September. Now, nearly 20 years later, this has become a signature effort of our Foundation with nearly all membership participating. More than 725,000 new coats have been distributed to local kids directly in our membership areas through this program and we are incredibly proud of that.



BLACK TIE TAILGATE

For more than 40 years your Foundation has supported the amazing work of Children's Hospital of Philadelphia (CHOP) via the Black Tie Tailgate at the Philadelphia Auto Show. The goal of this event is a simple one: let's pull our industry and the public together to raise as many funds as possible for the best children's hospital in the world that we are fortunate to have right in our backyard. To date, more than \$10 million has been raised for CHOP through the Black Tie Tailgate, which has specifically benefited the Department of Nursing and Clinical Care Services over the last several years.



BOOK MEETING SPACE.

Your ADAGP Headquarters is more than an office building—it's a hub for connection, collaboration and learning. Think clubhouse meets boardroom meets classroom, with versatile spaces designed to accommodate all your business meeting needs. Spaces available for use by any Dealer Member include:



BOARD ROOM

Capacity: 22 People

Designed for board meetings and conferences, this “flagship” room seats 22 people at the board table with sufficient room for more attendees around the room. It is equipped with dual Samsung 85-inch Commercial 4K UHD Smart TVs, complimentary Wi-Fi and more.



MAIN LEVEL TRAINING ROOM

Capacity: 80 People

While our large training room can accommodate up to 80 people classroom style, it also features an air wall that divides the space into two smaller training rooms. The larger of these rooms (Training Room B) can accommodate 50 people classroom style or 30 conference style and has drop-down projection; the smaller room (Training Room A) can accommodate 30 people classroom style or 24 conference style and also has drop-down projection. Complimentary Wi-Fi is included.

BOOK YOUR SPACE

Request a room online / 610.279.5229

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We are proud to be your Association.



ADAGP.COM

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MEMBER PORTAL



Scan or tap to sign in