



**NADA UNIVERSITY**

## **Mercedes-Benz USA Taps NADA University**

**McLean, VA** – (*April 28, 2011*) Mercedes-Benz USA (MBUSA), no stranger to leading innovative initiatives in the automotive industry, is the first OEM to work in partnership with NADA University on an exclusive training program.

“The automotive industry has seen many changes in recent years, and a company’s ability to keep ahead of the curve relies on various factors,” said Christine Lohrfink, manager of corporate training at MBUSA. “Our commitment is to supporting our dealers in every way we can for the benefit of our customers.”

“Choosing to partner with NADA University came easily, considering the organization’s leadership position in the industry,” she added. “They have valuable learning resources on industry trends and information, which is a natural extension of the training we offer our field managers so that they may best serve our dealer network.”

By subscribing to NADA University online, Mercedes-Benz USA will equip its dealer contact team with 24/7 online access to a vast collection of interactive training courses, webinars, data, industry updates and best practices examples. There will also be an instructor-led course offered, “Financial Statements through the Dealer’s Eyes.”

“We’re gratified that Mercedes-Benz USA has selected NADA University to support its key team members with the tools to enhance mutual collaboration and success with their dealer network,” said Stephen Wade, chairman of the National Automobile Dealers Association (NADA). “NADA U provides a unique perspective on the business from the dealer perspective, and our program offers proven best practices to help drive efficiency and success in retail, field, and management operations.”

(more)

NADA U, which launched just last year exclusively for NADA and American Truck Dealers (ATD) members, has already earned a reputation as the top online training and education resource for auto dealers and their staffs. Mercedes-Benz USA's commitment to continuously develop its field professionals with a dealer's point-of-view was an instrumental factor in NADA's decision to expand access to include OEM and allied industry personnel.

Customized training provides a variety of benefits, including: step-by-step business management techniques, analyses and strategies; enhanced business acumen and credibility; a more collaborative approach to boosting sales and profitability; a better understanding of the marketplace; improved employee morale through a better grasp of dealership responsibilities; and increased dealer satisfaction from more helpful and productive dealer contacts.

For more information on NADA University custom training and educational programs, call (800) 557-6232.

**ABOUT NADA UNIVERSITY:**

NADA University equips dealers and their teams to get results – with the right knowledge, information, coaching, and resources to develop both skills and confidence. Visit [www.NADAUniversity.com](http://www.NADAUniversity.com) for more details on these NADA University centers:

**ACADEMY** – Leadership development programs for current and future dealership operators and automotive entrepreneurs.

**LEARNING HUB** – Employee and manager training solutions -- courses, classes, workshops and webinars -- by leading automotive experts, with an all-new online platform enabling your staff to train at their convenience and pace.

**20 GROUP** – Consultant-led performance improvement fueled by a group of non-competing peers eager to share their experience and learn from yours.

**RESOURCE TOOLBOX** – Valuable member benefits, including Driven management guide publications, MarketINSIGHT mini-webinars, NADAPERKS monthly tips and tools, and key market data – all complimentary resources you'll find only in NADA U's online library.

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