



## NADA UNIVERSITY

### **NHADA Partners with NADA University to Provide Access to Cutting-Edge Resources**

Concord, NH -- (January 20, 2012) The New Hampshire Automobile Dealers Association (NHADA) has entered into a partnership with NADA University – the education and training arm of the National Automobile Dealers Association (NADA) – to provide association members with access to the industry's best online training tools and resources.

NHADA is the first state association to develop materials to be hosted within NADA University, thus expanding the platform to provide their members one-stop access to both national and state information. NHADA education and training resources are located in NADA U's Resource Toolbox, at the "Your Local Association" tab.

The new partnership was initiated by the NHADA's affiliate, the not-for-profit New Hampshire Automotive Education Foundation, a subsidiary organization devoted to promoting automotive education throughout NH for NHADA members, as well as for secondary and college-level technological students.

For more information about state/metro association partnership opportunities with NADA University, contact Cynthia R. Cook at [ccook@nada.org](mailto:ccook@nada.org). Learn how NADA University can help you and your staff to be more efficient, better serve customers, improve your business practices, and be champions!

#### **ABOUT NHADA:**

In 1921, the New Hampshire Automobile Dealers Association was formed to provide a united front for the retail motor vehicle industry before the New Hampshire Legislature. Since its early beginnings, the association has grown to be one of the most influential and respected trade associations in the state of New Hampshire. The association represents over 570 businesses with over 14,000 employees in the New Hampshire motor vehicle industry.

(more)

#### **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) or call 800.557.6232 for more details on the education and training programs provided by 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.