

#NADA Connect 2024 – a significant event in the retail automotive industry calendar

The National Automobile Dealers' Association (NADA) recently concluded its highly anticipated 8th annual conference, #NADA Connect 2024, which brought together senior dealership personnel, industry stakeholders, and independent dealers. With a remarkable attendance of over 200 delegates, this conference marked a significant event in the retail automotive industry calendar.

At the core of the conference was the NADA Dealer Performance Programme, encompassing regional roadshows, webinars, and the prestigious MSXi NADA Dealership of the Year Awards. The event featured a comprehensive agenda, supported by sponsors such as Cars.co.za, Dimension Data, Lightstone, MSX International, NADA, and WesBank.

Brandon Cohen, Chairperson of NADA, set the tone for the day's proceedings, emphasising the importance of embracing change and seizing growth opportunities in a rapidly evolving industry. Cohen highlighted the practical insights shared by carefully selected speakers, aiming for implementable strategies beneficial to attendees.

Guiding the event as Programme Director and Master of Ceremonies was David Furlonger, an esteemed industry expert and Editor-at-large for the Financial Mail and Business Day. His expertise ensured a seamless execution and enriched the conference experience for all participants.

Distinguished speakers delivered compelling insights into various aspects of the automotive landscape. Keynote speaker Manny de Canha, Chairman of C2 Technologies Group, emphasised adaptability in navigating uncertain times and outlined practical strategies for success.

International speaker Robert Forrester, CEO of Vertu Motors Group in the UK, underscored the significance of organisational values in building customer trust and delivering exceptional dealership experiences. His case studies highlighted the success of omni-channel approaches in dealership networks.

Johann Theart, General Manager of Marketing Planning at Toyota, provided crucial insights into the evolving landscape of new-energy vehicles, urging dealerships to align with global trends and governmental policies.

Pieter Potgieter, Information Security and Compliance Officer at Britehouse Automotive, addressed the pressing issue of cybersecurity, offering proactive measures to safeguard dealership integrity and customer data.

Dr Christian Richter from Google concluded the conference with a futuristic outlook on artificial intelligence (AI) and its implications for automotive retail, offering actionable insights for leveraging data effectively in the car buyer's journey.

#NADA Connect 2024 epitomised excellence in automotive discourse, providing a platform for industry leaders to exchange ideas, anticipate trends, and drive innovation. As delegates departed with newfound knowledge and inspiration, the conference reaffirmed NADA's commitment to advancing the automotive sector's collective vision for the future.

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