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## ATD News March 2017

### [Apply Today for ATD Academy Plus; New Class Starts June 19](#)

Academy Plus—a brand new program from the ATD Academy—teaches and prepares six dealership leaders from a single dealership to maximize performance and accelerate results.

The emerging dealership leader—plus up to five department managers from a single dealership—can attend individual class weeks covering financial management, parts, service, pre-owned vehicles, new vehicles and business leadership.

The program, which starts June 19, 2017, includes:

ATD 20 Group Financial Composite—Real-time access to an enhanced financial composite with internet metrics;

ATD 20 Group In-Dealership Consultation—Consultant visit to the dealership to ensure goals and objectives are met; and

ATD Online Education and Training—Premium subscription with 24/7 access for all employees to hundreds of online training resources.

The program consists of six intensive, week-long classroom sessions at ATD/NADA headquarters in Tysons, Va. Click here to

apply. For questions, contact 800.557.6232 or [academy@nada.org](mailto:academy@nada.org).

### [February Class 8 Orders Rise 28%, Hit Highest Volume in 14 Months](#)

North American Class 8 orders in February hit a 14-month high as volumes cleared 23,000 and exceeded expectations, analysts said. Orders were 23,200, up 28% from 18,078 a year earlier, ACT Research Co. reported, citing preliminary data it would revise mid-month. At the previous high point, in December 2015, orders hit 28,150.

### [Huge Semis Rolling Down the Highway May Soon Have No One at the Wheel](#)

Just how hot is the self-driving vehicle space? So hot that if you're a sharp 21-year-old with robotics experience and some smart friends, you can land millions to start your own company. Embark, a new self-driving truck startup that launched Friday, is the brainchild of University of Waterloo buddies Alex Rodrigues and Brandon Moak, also 21. The Canadian duo has been working on a self-driving truck since last summer, and in January received the necessary paperwork to test the rig on Nevada public highways. The truck so far has logged 10,000 miles.

### [ATD Members That Participate in Dealership Workforce Study Will Receive Two Complimentary Reports](#)

To help commercial truck dealerships stay competitive in hiring and retaining employees, the ATD Dealership Workforce Study (DWS) offers a one-of-a-kind analysis of employee compensation, retention and turnover, employee benefits, work schedules and demographics.

Truck dealerships that complete a questionnaire and submit their payroll data will receive two complimentary reports: (1) Automotive Retail: National and Regional Trends in Compensation, Benefits and Retention, and (2) Compensation, Benefits, Retention: How Your Dealership Compares. The participation period is open now through April 28, 2017.

To participate, visit [www.nadaworkforcestudy.com](http://www.nadaworkforcestudy.com). If you have any questions, send an email to [WorkforceStudy@nada.org](mailto:WorkforceStudy@nada.org) or call 800.557.6232.

