



## **BULLETIN #46/2020 APRIL 18, 2020**

### **\_CORONAVIRUS UPDATE #32**

**FED GOV'T DECLARES AUTO SALES ESSENTIAL SERVICE**

**PPP LOANS FUNDING NEGOTIATIONS CONTINUE**

**PRES. TRUMP UNVEILS PLAN TO RE-OPEN ECONOMY**

**NADA DEALERSHIP LIFELINE WEBINARS SCHEDULE FOR NEXT WEEK**

*[This bulletin supplements our previous bulletins #11 and #16 through #45 on this subject matter. These bulletins are intended to be cumulative so we can avoid repeating the same information.]*

#### **Auto Sales Deemed Essential Service in Updated Guidance**

Late yesterday the U.S. Department of Homeland Security amended its list of essential critical infrastructure workers during the COVID-19 response to include those “critical to the manufacturing, distribution, **sales**, rental, leasing, repair, and maintenance of vehicles and other transportation equipment (including electric vehicle charging stations) and the supply chains that enable these operations to facilitate continuity of travel-related operations for essential workers.” [See the full list.](#)

The DHS change for now has no immediate impact on Massachusetts or the other states. The guidance is not a federal mandate, and final decisions remain with state and local officials, such as Governor Baker’s closure order issued several weeks ago. Almost all governors have issued orders with restrictions on citizens’ and business activities. Many state orders include auto sales as essential services but also at the same time have closed dealership showrooms. We previously have provided guidance to our members on how to conduct sales and service within the parameters of the governor’s order and the CDC guidelines. Please continue complying with that guidance until we learn of any further changes. We also continue to have conversations with the governor’s team on how to best continue with sales activities moving forward. We will communicate any changes to our members as soon as we learn of them.

#### **Congress Negotiating Next Stimulus Bill; Agreement Possible This Weekend**

We have seen this movie many times before, most recently with the delay on passing the CARES Act several weeks ago. Now that the Paycheck Protection Program has run out of money, with thousands of loan applications filed and unprocessed and most in Congress support replenishing the fund, there are those in Congress who feel it is a great opportunity to hold the program hostage for other political requests.

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As Democrats and Republicans have been sparring openly this week over additional aid to replenish the PPP, negotiations continue behind the scenes with the Trump Administration and Congressional leaders during the weekend. In an attempt to move the ball toward the goal line, House Minority Leader Kevin McCarthy, as a concession to House Democrats' request, said he would support allocating an additional \$75 billion for hospitals in the small-business emergency relief package. Rep. McCarthy proposed [pairing hospital funding with an additional \\$250 billion for the PPP](#), which would likely help negotiators reach a deal as soon as this weekend. NADA has signed on to [a letter to Congress](#) and is pushing hard for additional PPP funding.

There are many dealers who have yet to apply for a PPP loan or have applied for one but have not yet been approved. Hopefully those in Congress who are holding hostage small businesses and their employees during this health pandemic crisis can come to their senses and move a deal forward on additional PPP funding. If no action occurs by Monday, there may be a national dealer call to action initiated to communicate to members of Congress dealership concerns about a lack of action.

### **NADA Provides Guidance for Dealers with PPP Loans**

If you have received a PPP loan, review NADA's [PPP Loans: Use of Proceeds and Forgiveness NADA Preliminary Guidance](#), which provides valuable insights on the forgiveness elements of the PPP loan program. If a PPP loan is forgiven, it effectively becomes a grant from the federal government to the borrower. NOTE: This information is preliminary and does not reflect the additional guidance NADA expects to obtain from SBA and Treasury, which will be circulated as soon as it is received.

### **President Trump Unveils Plan to Re-Open Economy**

In a press conference Thursday evening, President Donald Trump unveiled a plan, consisting of three graduated phases, called "Opening Up America Again". State leaders were instructed they could move at their own pace since the guidelines are not formal orders. Phase 1 includes actions such as workforce teleworking where possible; avoiding non-essential travel; and continuing to shelter in place for vulnerable individuals. For more information on the guidelines, see the [fact sheet](#) on the [White House website](#).

### **NADA's Dealership Lifeline Series Continues Next Week**

NADA is bringing you the information you need to navigate today's business realities. Register today for the next round of webinars next week. Spaces fill quickly. All webinars in the Dealership Lifeline Series are available on [NADA's Coronavirus Hub](#).

- [Digital Retailing Disruption: The Dealer Perspective](#) (Tuesday, April 21, 1pm-2pm ET) NADA Academy instructors Georgia Munson, Michael Lucki, and Matthew Vollmers will discuss the results of a Digital Retailing Dealer Survey and provide examples of adjustments to the sales process.
- [How to Kick-Start Auto Leads During and After COVID-19 Disruptions](#) (Wednesday, April 22, 1pm-2pm ET) Matt Niess, director of Business Development at Automotive-Mastermind, will show how to get away from antiquated marketing methods, kick-start auto leads during and after COVID-19 disruptions and ramp up your CX.



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