



April 20, 2020

DEALERSHIP INFORMATIONAL ADVISORY
COVID-19 UPDATE #16

**ESSENTIAL BUSINESS UPDATE AND GOVERNOR'S
PLAN TO REOPEN STATE**

While dealerships have remained open throughout the coronavirus crisis, AADA has worked continuously to ensure that if a "shelter in place" order became necessary it would list dealerships sales and service departments as essential. Today we got good news and important assists with this effort from Governor Hutchinson and the Department of Homeland Security.

GOVERNOR LAYS OUT PLAN TO BEGIN REOPENING THE STATE

Governor Hutchinson announced that May 4 is the target date to start lifting some restrictions in Arkansas put in place to stem the spread of coronavirus.

The Governor announced this May 4 date in hopes the state will meet the guidelines for "phase one" of the White House plan for "Opening up America Again." Restrictions that could be loosened at that time include allowing dining inside at restaurants or the attendance of sporting events if the venues ensure adequate physical distance between people. Many restrictions would still be in place under phase one, including closures of schools and camps, bans on visits to nursing homes and prisons, and closures of bars.

While this news is certainly positive, it is very important for dealerships to remain vigilant in your efforts to operate within the guidelines set out by the Governor and the Department of Health. AADA is extensively using NADA's new guide, *A Dealer Guide to Safely Operating Your Dealership During a Pandemic*, ([CLICK HERE](#)) to demonstrate how dealerships can and will operate safely for both consumers and employees. This safe operation will assist in continuing to negate the need for further business closures and ensure the Governor's plan will move forward to reopen businesses.

*DEPARTMENT OF HOMELAND SECURITY DESIGNATES
VEHICLE SALES AS ESSENTIAL*

The U.S. Department of Homeland Security amended its list of essential critical infrastructure workers during the COVID-19 response to include: "workers 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." The full list is available here: <https://www.cisa.gov/publication/guidance-essential-critical-infrastructure-workforce>.

This clarification is important because a number of states are following this Department of Homeland Security guidance for their lists of essential businesses.

AADA will continue to communicate with the Governor's office and other leaders on issues impacting dealership operations.

PPP LOAN FORGIVENESS UPDATES

As we provided to you, NADA posted a new document entitled PPP Loans: Use of Proceeds and Forgiveness NADA Preliminary Guidance. There was a minor correction to this document, so please ([CLICK HERE](#)) for the corrected version. This guidance provides valuable insights into important issues involving the forgiveness elements of the PPP loan program.

The SBA closed both the PPP and its EIDL program to new applications. Simply put, the funds for both loan programs have been depleted. NADA signed on to a letter to Congress ([CLICK HERE](#)) and is pushing hard for additional PPP funding. Additional funding is important for dealers who have yet to apply for a PPP loan or have applied for one but have yet to be approved and funded.

NADA'S DEALERSHIP LIFELINE SERIES CONTINUES NEXT WEEK

Register today at the links below for the following webinars next week:

[Digital Retailing Disruption: The Dealer Perspective](#) (Tuesday, April 21, noon to 1 p.m. c.s.t.) 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, noon to 1 p.m. c.s.t) Matt Niess, director of Business Development at Automotive-Mastermind, will lead this webinar.

SHARE GOOD NEWS WITH US!

AADA knows that our dealers are helping in their communities in creative ways right now. Let us know how you're helping!

Whether it's providing vehicles to deliver food or supplies, supporting local businesses, providing meals or services to workers on the frontline, or something else, we want to know. Send your story to greg@arkautodealers.com.

We want to spread positive news and share your ideas and generosity with our state leaders and other dealers.

QUICK REMINDERS

AADA AND KATV MESSAGE PROMOTING ARKANSAS DEALERS

We recently announced that AADA and KATV ABC 7 in Little Rock launched an advertising campaign in partnership to promote Arkansas dealers. The commercial has been uploaded to YouTube and can be viewed here: [AADA Dealer Promotional Ad](#) .

This is a campaign all dealers can be proud to promote, and I would encourage each of you to promote the link on your social media outlets.

DEPARTMENT OF HEALTH MANDATED SIGNAGE

Each dealership should have on display at the entrance signage that indicates all employees, customers, and congregants should 1) Avoid entering the facility if they have a cough or fever; 2) Maintain a minimum six-foot distance from one another; 3) Sneeze and cough into one's elbow; and, 4) Not shake hands or engage in any unnecessary physical contact..

A template of this sign is included here, [DofH Required Business Signage](#).

ADDITIONAL AND HELPFUL LINKS

For additional information related to maintaining your dealership as safe, we would recommend monitoring updates from the CDC, [link](#) ,and OSHA, [link](#).

Please go to our website for links to information your dealership needs at [AADA coronavirus update](#).

AADA will work to keep you updated on this situation, but a firm commitment to maintaining a safe and clean work environment for your employees and customers will help you navigate this health crisis.

If you have any questions about this bulletin please don't hesitate to call, 501-372-2596, or email Greg Kirkpatrick greg@arkautodealers.com.