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## NIADA adds live shows to online TV network

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Arlena Sawyers

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The National Independent Automobile Dealers Association is adding live interactive programs to its online TV network. NIADA plans to launch a channel for consumers this year on the network.

NIADA.TV aired its first live show April 21 from Columbus, Ohio. The two-hour program addressed legal and regulatory issues that affect used-vehicle dealers. It featured Keith Whann, NIADA's general counsel.

Whann spoke with dealers in the studio audience and took questions by fax and e-mail.

Viewers can watch the taped broadcast at [www.niada.tv](http://www.niada.tv).

NIADA is a trade association in Arlington, Texas, that focuses on used-vehicle operations. Its broadband subscription-based network provides coverage of remarketing industry seminars, training sessions and news.

Live broadcasts allow NIADA's 20,000 members to encounter experts to whom they might not otherwise have access, says NIADA.TV Program Manager Matt Koumalats.

"They get to see that other people have the same questions they do," Koumalats says.

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Like many dealership leaders across the country, Charles Daher Jr. grew up in the family business. He worked his way up the ranks of Commonwealth Motors in Lawrence, MA, by cleaning cars, fixing dealership lots and selling vehicles any chance he could get.

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The network will broadcast live from NIADA's annual convention in Atlanta in June, he adds.

Max Machuta, general manager of two Suzuki dealerships and three Budget used-car dealerships in Columbus, was in the studio audience for the April broadcast. Machuta says Whann often discusses issues affecting used-vehicle sales that automakers lack the expertise to address.

Whann "was very enlightening when it came to Internet sales," Machuta says.

"He pointed out what laws apply if a dealer in Ohio makes contact via the Internet with a customer in Indianapolis," Machuta says. "How many dealers are savvy enough to know the rules of commerce in multiple states?"





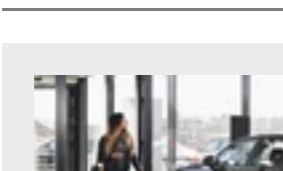
NIADA.TV debuted in October. Between March 1 and March 25, the online channel attracted nearly 78,000 visits. There were 7,882 viewings of videos, Koumalats says. Viewership numbers were not available for the April live broadcast.

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