



NATIONAL INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION

April 27, 2010

The Honorable Barack H. Obama
President
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Mr. President:

On behalf of the National Independent Automobile Dealers Association (NIADA), founded in 1946 and with over 20,000 professional auto dealer members nationwide, I noted with great interest your April 22 speech to Wall Street executives.

Of particular interest was your challenge to the financial community to "work with me to enact a set of updated, common-sense rules to ensure accountability on Wall Street and to protect consumers in our financial system," coupled with the admonition that "until this program is felt not just on Wall Street but on Main Street we cannot be satisfied."

Mr. President, when it comes to the independent automobile dealers of America, we would very much welcome the opportunity to work with you to reform our industry also in common-sense ways that achieve real safeguards for consumers; that promote accountability and transparency; and that "work."

We make this offer notwithstanding what may happen in the pending consumer financial reform legislation pending before the Congress. Rather, we do so because we believe automobile industry reform is appropriate, we recognize the need to address both sales and financing issues and because we are committed to anticipating, recognizing and responding to current and future issues and needs of the automobile consumer.

In a very real sense, Mr. President, our dealers are just as much consumers as the auto-buying public because in the chain of sale of a pre-owned automobile, we are the first purchaser.

Accordingly, we respectfully request a meeting with your staff to begin a dialogue on meaningful Main Street automobile industry reform.

Thank you in advance for your consideration.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Keith Whann", written in a cursive style.

Keith Whann
NIADA General Counsel