



For Immediate Release

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## Dell Technologies Partners With NIADA

### *New National Corporate Partner Offers Association Members Discounts on Wide Range of Technology*

**Arlington, Texas (Oct. 26, 2020)** – Dell Technologies has joined with the National Independent Automobile Dealers Association as a Bronze-level National Corporate Partner, offering association members an exclusive new benefit to help upgrade and improve their technology.

The user-friendly program gives NIADA members discounts of 5-10 percent on purchases of Dell products – and those discounts are stackable with additional Dell promotions, which could allow NIADA dealers to save even more on their technology upgrades.

*“Dell Technologies offers a wide range of business tools that can help dealers increase efficiency and productivity,”* NIADA director of business development James Gibson said. *“Having access to those tools at a significant savings is a big win for our members.”*

The new partnership gives NIADA members access to discounts on what they need to securely connect, produce and collaborate anywhere at any time, with products like award-winning desktops, laptops, 2-in-1’s, thin clients, powerful work stations and rugged devices made for specialized environments, as well as monitors, docking and endpoint security solutions and services.

*“NIADA members can now receive healthy discounts on Dell’s vast range of technology products,”* Dell director of strategic partnerships Mobolaji Sokunbi said.

*“We strongly believe NIADA and its diverse base of members will receive great value from this partnership and can in turn get more done in their day-to-day operations by repurposing the savings they earn.”*

NIADA members can access the new member benefit by visiting [www.dell.com/NIADA](http://www.dell.com/NIADA) to receive a coupon by email.

Program benefits include:

- Exclusive member savings: Stackable 5-10 percent coupon.
- Access to a dedicated small business tech advisor at [www.dell.com/en-us/work/shop/dell-small-business/cp/small-business-central](http://www.dell.com/en-us/work/shop/dell-small-business/cp/small-business-central) or by phone at 800-757-8442.
- Access to Dell Financial Services at <https://dfs.dell.com/#/>.
- Access to NIADA’s direct point of contact and account executive Steven Shipe at [steven.shipe@dell.com](mailto:steven.shipe@dell.com).

Dell Technologies brings together the combined capabilities of businesses and brands to help our customers keep pace with digital innovation and accelerate their own success. As a hybrid of digital experts, we deliver real results for customers across a spectrum of industries.

Dell Technologies is comprised of a family of companies including Dell, Dell EMC, SecureWorks, Virtustream and VMware.

### **About NIADA**

The National Independent Automobile Dealers Association (NIADA) is among the nation’s largest trade associations, representing the used motor vehicle industry comprised of more than 38,000 licensed used car dealers. Since 1946, NIADA has represented the voice and interests of used car dealers at the federal level in Washington D.C. Coupled with its state association network across the country, NIADA’s grass-roots framework provides a dual layer of advocacy unmatched in the used motor vehicle industry.

For more than 70 years, NIADA has engineered programs and leveraged technology to fulfill its mission to advance, educate and promote the independent used car dealer. NIADA members subscribe to a strict Code of Ethics of duty, honor and integrity, and believe in the advancement of small business in support of the free-market system. More information about NIADA programs and educational opportunities is available at [www.niada.com](http://www.niada.com) and [www.niada.tv](http://www.niada.tv).