

## **From Showroom to Showground: NADA's Growing Presence in Consumer Spaces**

The National Automobile Dealers' Association (NADA) is taking a more proactive and visible role in engaging directly with consumers by increasing its participation in B2C events across South Africa. This strategic shift reflects a clear understanding that today's vehicle buyers are seeking more than just product choice—they are looking for assurance, transparency, and trusted guidance when making one of their most significant financial decisions.

As a professional body representing franchised motor dealers nationwide, and a key constituent of the Retail Motor Industry Organisation (RMI), NADA has long championed high standards of professionalism, ethical conduct, and customer service within the automotive retail sector. Together, NADA and the RMI work to uphold industry standards that benefit both members and the motoring public.

A recent example of this approach was NADA's participation at the GAS Motor Show in KwaZulu-Natal, where it featured under the RMI stand. The event proved to be a successful platform for raising awareness among showgoers about the association, its role, and the value of engaging with accredited dealers, with three member dealerships also showcased on site.

By participating in consumer-focused exhibitions and public engagement platforms, NADA is creating opportunities to better educate motorists about the value of buying from accredited dealerships. These interactions allow for meaningful conversations around consumer rights, dealership accountability, and the benefits of engaging with reputable, compliant businesses.

Central to this education drive is the growing awareness of the NADA and RMI decals displayed at member dealerships. These decals are not merely branding elements—they serve as a clear and recognisable symbol of trust, integrity, transparency, and accountability in the automotive retail environment.

The message remains simple yet powerful: look for the decal. It reassures consumers that the dealership meets recognised industry standards, adheres to a strict Code of Ethics, and provides recourse should any concerns arise.

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