

WHAT CAN THE FIFA WORLD CUP TEACH US ABOUT THE AUTOMOTIVE INDUSTRY?

By Joe Fleming, Manager, Industry Relations, NADA, USA

The 2026 FIFA World Cup has kicked off across 16 cities in Canada, Mexico and the US with some exciting matches in the Group Stage already concluded. Every four years this incredible tournament brings people together to watch and cheer on their home country. The host cities welcome visitors from around the world and see first-hand the beauty in the different cultures, traditions and passion the international fans bring with them. For these several weeks of competition everyone can agree that there is no other event that can unite us like the World Cup.

A similar feeling can be felt at the annual NADA Show held in the US. Auto dealers, manufacturers, vendors, educators, leaders and more come together to inspire, learn and connect (with some fun mixed in) for four days at what is one of the largest auto events in the world. The event has seen an increasing amount of interest and attendance from the international community, and this is certainly recognized by the planners and staff at NADA US. For international attendees this event provides an opportunity to get a closer view of emerging technologies, local challenges, and deeper knowledge and understanding of what reality is and what isn't, in dealerships today. But most importantly, it's where we are all reminded that the car business is a people business and connecting with people of different backgrounds, countries and cultures is inspiring.

Another commonality between the World Cup and the NADA show is that both events require an incredible amount of planning, especially around logistics and transportation. Hyundai Motor is the Official Mobility Partner for the World Cup and has deployed 994 passenger vehicles and 506 buses to transport teams, officials, media partners, and volunteers around the host cities and stadiums. Similarly, the NADA Show partners with local transportation officials in a similar fashion to reserve dozens of buses, local police departments, and ride share companies to move thousands of people to and from hotels, convention centers and events. It takes year-round planning and organization to make both events a success and an experience worth sharing and coming back to.

The 2026 NADA Show this past February welcomed over 50 South Africans. The NADA US team was fortunate to connect with and host a small group of various auto industry professionals from South Africa.

Together the teams exchanged experiences and knowledge with each other and discovered their similarities and differences as it relates to our auto markets and car buying. NADA US invites all readers of this newsletter to consider attending the 2027 NADA Show in Orlando, Florida (Feb 17-20). Registration opens August 17. To learn more about the event please visit: <https://www.nada.org/nada-show-attend>

All international dealerships and international auto associations are welcome to become International Affiliates of NADA US. Affiliates gain access to online content such as recorded workshops from the NADA Show, online webinars and exclusive discounts to events like the NADA Show.

To become an International Affiliate visit: <https://www.nada.org/nada/membership/nada-membership>

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