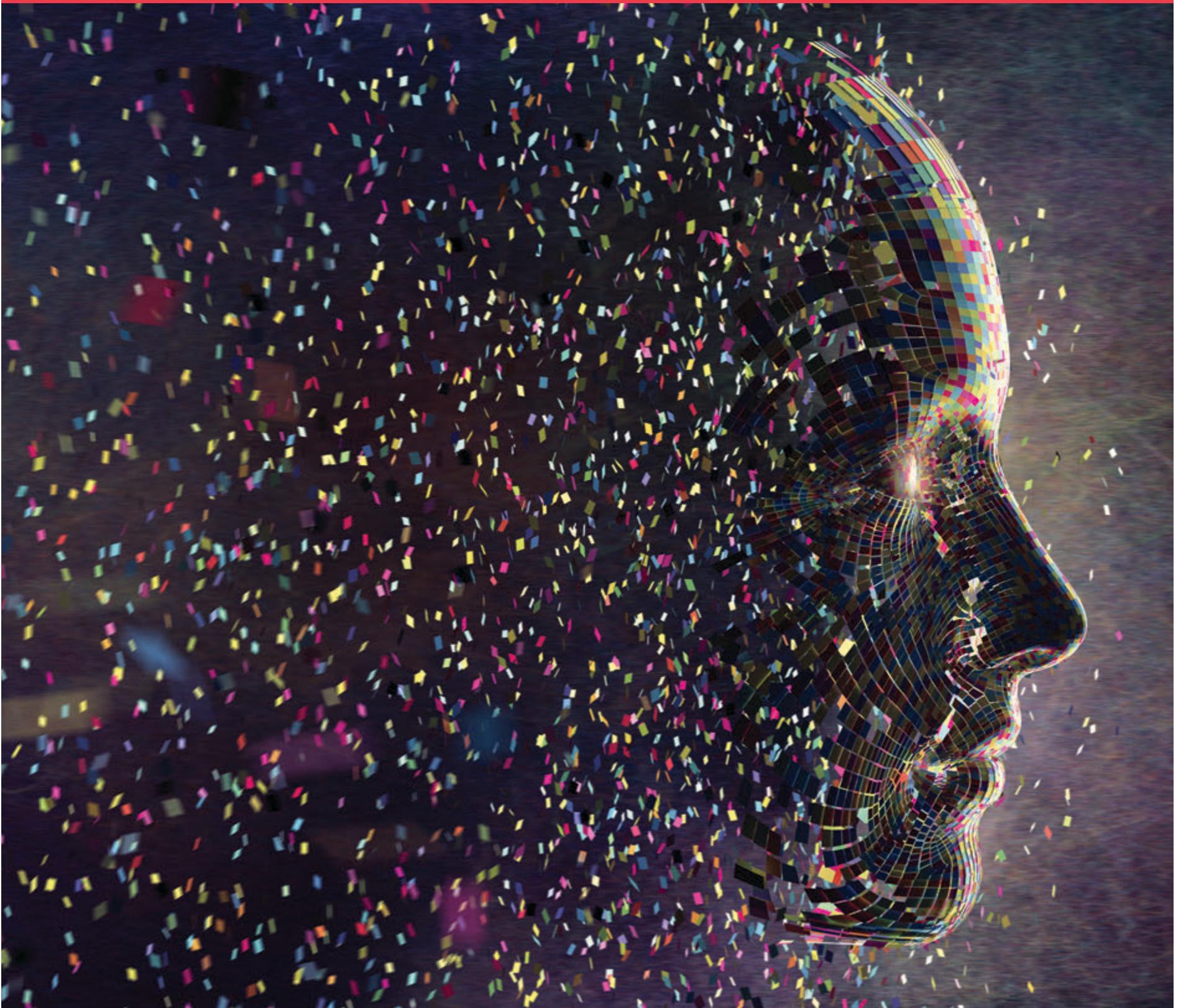


CUSTOM CONTENT

MARCH 18, 2019

MOST INFLUENTIAL MARKETERS



HAVING THE RIGHT MARKETER ON YOUR SIDE CAN BE THE DIFFERENCE BETWEEN YOUR POTENTIAL CUSTOMERS HEARING about you in a positive light or not at all. It can also make the difference in whether or not your company positions itself in the eyes of the general public and with the constituents who will help take you to the next level of success.

There are some truly outstanding professionals making up the Los Angeles marketing landscape. The Los Angeles Business Journal reviewed the nominations and took on the difficult task of selecting some of the very best to be showcased here. Congratulations to the trailblazing professionals and teams who made this list and thank you for your contributions to the local business community's success.

CONGRATULATIONS



TO RANDY ROVEGNO ON BEING NAMED ONE OF THE MOST INFLUENTIAL MARKETERS IN SOUTHERN CALIFORNIA!

MOST INFLUENTIAL MARKETERS



JORDAN ATLAS
Executive Creative Director
Edelman

As EVP/Executive Creative Director of Edelman Los Angeles' creative, strategy and production offering, Jordan Atlas brings 20+ years of experience, levity and creative ingenuity to the work he creates and the people that help make it happen. After an accomplished career in advertising, Atlas joined Edelman – a global agency known for PR – because he wanted to build something meaningful and create more than just another TV spot. And he did just that. Over the past five years, Atlas has designed and led Edelman LA's creative group – a growing team of talented thinkers and makers who produce a range of integrated, award-winning work for clients including Petco, Taco Bell, Sonos, and Hawaii Tourism, to name a few.

What truly sets Atlas apart, however, is his commitment to both the work his team creates and the way in which they make it. He's inspired genuine collaboration throughout the organization and welcomes and leverages the collective creativity in everyone.



MARC BECKER
CEO
The Tangent Agency

Marc Becker served as an executive at Universal Pictures in the global brand marketing team for seven years. There, he helped develop unique, synergistic campaigns integrating films across all NBCU/Comcast platforms including television networks, digital channels, Comcast and Universal Parks & Resorts. His expertise in cementing the success of entertainment properties and multiplatform brand extensions can be seen in the launch of the "Despicable Me" franchise and enhancement of the "Fast & Furious" saga. In 2014, while working full time at Universal, Becker earned his MBA at the USC Marshall School of Business.

In 2015, Becker became CEO of The Tangent Agency. Tangent is now an industry-leading creative powerhouse working hand-in-hand with every major film studio, several television networks, and a multitude of blue-chip brands. Through insight-driven strategy, the Tangent team fortifies properties with innovative content and captivating creative. In 2018, under Becker's leadership, Tangent worked on 27 of the top 40 box office films of 2018.



DEVON BLAINE
President & CEO
The Blaine Group

The Blaine Group was established by Devon Blaine in Los Angeles in February, 1975. Since that time, Blaine and her team have focused on creating strategic partnerships, which result in comprehensive communications campaigns for hundreds of clients. As a total communications agency, Blaine and her team have implemented consumer, trade, and financial public relations; investor relations; and advertising efforts and have provided marketing strategy, based on conducting market research, for a diverse range of companies and organizations. Blaine has also created and managed special events and fundraisers and has directed community relations projects.

In addition, Devon Blaine and The Blaine Group provide a variety of special communications services to clients. These include managing crisis situations; conceiving and coordinating seminars and press conferences; event and party planning; developing master plans and collateral materials; proposal, article, letter, and speech writing; conducting surveys; and publishing newsletters and brochures.



JEANNINE DAVIS D'ADDARIO
Senior Vice-President, Chief Marketing
& Communications Officer
Guitar Center, Inc.

Jeannine Davis D'Addario serves as Senior Vice-President, Chief Marketing & Communications Officer for Guitar Center, Inc. Thanks to her exceptional leadership, innovative brand vision, and consumer-centric approach to omni-channel marketing, she has been instrumental in helping to drive five quarters of positive growth for Guitar Center during a time when many retailers are undergoing challenges. Since she started in August 2017, D'Addario has helped solidify Guitar Center's leadership position as the world's largest music retailer and dramatically change its narrative from struggling financially to thriving as the company rapidly expands its retail footprint.

D'Addario's belief in Guitar Center's mission to create more music makers in the world is reflected in her extraordinary leadership: the company is now a leading U.S. music lessons provider, appealing to musicians of all genres, and collaborates with more diverse artists and female musicians than ever.



DEAN EVANS
Chief Marketing Officer
Hyundai Motor America

Dean Evans is the Chief Marketing Officer for Hyundai Motor America. In this role, he is responsible for all marketing activities for the carmaker in the United States. During his tenure at Hyundai, Evans and his talented marketing team have led numerous innovative and award winning programs. Under his direction, Hyundai became the first car company to win the USA TODAY Ad Meter with the spot "First Date" at Super Bowl 50 and produced several firsts with "Operation Better," an emotional reunion and tribute to the U.S. military that was shot, edited and produced during Super Bowl 51. Last year, its Super Bowl ad was an emotional thank you to its customers who impact pediatric cancer research with the purchase of each Hyundai.

He has inspired his team to modernize Hyundai's marketing portfolio through expanded digital marketing efforts, industry-first programs such as Prime Now, Drive Now with leading brand Amazon, and branded content pieces with partners like BuzzFeed.



RAISSA GERONA
Chief Brand Officer
REVOLVE

Raissa Gerona is Chief Brand Officer at REVOLVE, the Los Angeles-based, next-generation fashion retailer for millennial consumers. Founded in 2003, REVOLVE has emerged from the competitive fashion retail landscape as a trusted, premium lifestyle brand that has become a go-to online source for discovery and inspiration. Underpinning REVOLVE's success has been its powerful and innovative marketing strategy, which Gerona has helped spearhead for the past 10 years.

Gerona and her team manage Instagram accounts for REVOLVE, its luxury site FORWARD, and REVOLVE's 19 owned brands, which collectively have over 5 million followers. To amplify the reach of this content, REVOLVE has built a community of over 2,500 influencers and brand partners, including many of the most influential social media celebrities in the world. Gerona is also responsible for cultivating and maintaining relationships with many of REVOLVE's leading influencers, and has been instrumental in building the influencer community into what it is today.



KRISTAN GINTHER
West Region Marketing Director
RSM US LLP

Kristan Ginther is a Regional Marketing Director at RSM US LLP with nearly 20 years of marketing experience. Her distinguished career in marketing, public relations and writing has led her to become an innovative, proactive leader in providing new marketing initiatives to advance corporate strategies. During her time at RSM, she has successfully demonstrated leadership by working with the firm's executive and sales leadership on lead generation campaigns through various marketing channels to support the firm's objectives. She is responsible for strategic and marketing planning for the West region and leads a team of five marketers. In particular, Ginther has led the marketing strategy and growth efforts that have helped the Los Angeles office achieve double-digit growth for five years and counting.

Her marketing team members have high respect and regard for Ginther, as she is a leader who possesses integrity, compassion and confidence.



JESSICA HAWTHORNE-CASTRO
CEO
Hawthorne

With second-generation leadership at Hawthorne Direct LLC, Jessica Hawthorne-Castro has grown her agency at an unprecedented rate, landing it on the Inc. 5000 list of America's fastest growing companies while moving its headquarters from the Midwest to Los Angeles. Hawthorne is focused on building its legacy of brand advertising with provable ROI. Its innovations in analytics, data science, marketing attribution and fostering service-oriented relationships with the company's clients helps Hawthorne to envision, create and execute powerful advertising campaigns that build brands and ignite consumers.

Hawthorne-Castro, and Hawthorne as an agency, have been recognized as key influencers in the marketing industry. Recent accolades reflect Hawthorne's unparalleled standing within advertising and the high-quality, measurable impact of its work. The agency is known for its innovative vision, rigorous accountability, and commitment to its clients. This excellence is consistently recognized by peers and industry leaders.

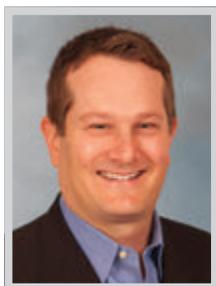
Dean Evans, you are one in a million.

(Actually one in 24.3 million if you count Riverside.)

Congratulations to Hyundai CMO Dean Evans, one of Los Angeles Business Journal's "most influential marketers in Southern California."



MOST INFLUENTIAL MARKETERS

**SETH HOROWITZ**

President
Horowitz Agency

After a decade-long stint as Director of Business Development and Marketing at renowned law business and entertainment law firm Greenberg Glusker, Seth Horowitz left the firm in 2007 to form Horowitz Agency. Over the past decade, calling upon his institutional experience, he has built Horowitz Agency into the go-to integrated marketing firm for boutique law firms, production companies, and other professional service providers in the Los Angeles area. The agency uses a strategy-first approach, and implements branding, public relations, website and social media tactics to improve a client's bottom line.

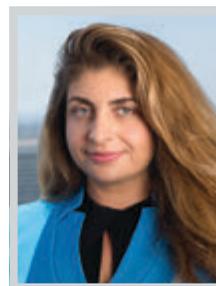
Many of Los Angeles' most well-respected boutique firms use Horowitz Agency as an external marketing department, finding it much more cost effective to hire a 'CMO-type' with an established team rather than expending resources to internally build a team. Horowitz has re-branded firms, assisted firms in splits from larger firms, built award winning websites, procured national press and launched digital campaigns.

**MARI-ANNE KEHLER**

Partner, Chief Marketing and Strategy Officer
Green Hasson Janks

Mari-Anne Kehler plays an integral role in the strategic direction and vision of Green Hasson Janks (GHJ). Recently promoted to be GHJ's first non-accountant partner, Kehler drives the firm's business development process by spearheading key growth initiatives on the vision steering committee and by expanding the firm's digital footprint and eminence in the marketplace and community. She is passionate about elevating the firm's brand and its people in the marketplace.

Kehler has more than 30 years of experience as a high-impact leader who successfully expands business through action by using core skills of teaming, coaching, strategy development, program execution, measurement and innovation. She has an integrated client-centric and industry approach with experience in professional services, finance, consumer business, entertainment and media and nonprofits. Since joining the firm in 2015, Kehler's strategic plans have assisted GHJ in achieving growth through more effective and efficient strategies.

**ANDREEA POPA**

Director, Marketing & Communications
Intrepid Investment Bankers

Andreea Popa serves as Director of Marketing & Communications, heading marketing efforts for Intrepid Investment Bankers. She is responsible for leading branding efforts, defining, managing and executing a scalable marketing and communications platform to help drive the investment bank's business objectives. She has been with the firm for five years and spearheaded the rebrand strategy. Prior to joining Intrepid, Popa was responsible for global editorial and regulatory activities at Houlihan Lokey.

At Intrepid, Popa's brand strategy focuses on the client experience at the heart of everything the company does. Her work for them has developed a diverse portfolio, including creative design, content strategy, culture building, digital, print, social media, business development efforts, events, social responsibility, office remodel, and recent acquisition marketing aspects.

**LARA RICHARDSON**

Group Executive Vice President, Marketing,
Discovery and Science Channel
Discovery Inc.

Leading marketing efforts for Discovery and Science Channels, Lara Richardson inspires a team of marketing creatives, strategists and production managers for one of the world's largest and most beloved brands in media. She continually challenges her team to reinvent themselves, find new ways to speak to consumers and ultimately deliver a message, feeling and offering in a way that speaks to its consumers. She is tremendously focused on Discovery's consumer and ensuring that her team puts them first.

Perhaps nothing speaks better to Richardson's leadership and vision than Shark Week, which this past year drew in more than 35 million total viewers and has become a legitimate "television event." Richardson's team is a multiple Emmy-award winning, Cannes Lion Gold Winner and countless Promax award winning group that is inspired and motivated by her leadership and vision.

**ANDREEA POPA**

Director, Marketing & Communications

We thank Andreea for helping us communicate the voice and image of the Intrepid brand with creativity and authenticity, and congratulate her on being named one of the Most Influential Marketers by the *Los Angeles Business Journal*.



intrepidib.com | Mergers & Acquisitions | Capital Markets | Strategic Advisory | A subsidiary of MUFG Union Bank

11755 Wilshire Blvd., 22nd Floor, Los Angeles, CA 90025 T 310.478.9000 F 310.478.9004

Investment banking services offered by Intrepid Investment Bankers LLC. Member FINRA/SIPC

Not FDIC Insured | No Bank Guarantee | May Lose Value

MOST INFLUENTIAL MARKETERS

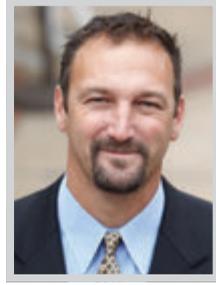


BRANDON ROCHON

Chief Creative Officer
Kastner North America

Brandon Rochon is one of the world's youngest and freshest advertising trailblazers. As the only African American CCO of a global marketing and advertising agency in North America, Rochon is shaping culture through original content and marketing creation. Most recently, Rochon was honored among AdAge's 2018 40 Under 40 and co-founded the media company dedicated to sneaker culture, SNKR INC.

As CCO at Kastner North America, known as the global AOR of Red Bull, Rochon transforms brands into disruptors by understanding current culture and then flipping it on its head through engaging content. Under his leadership, Kastner has turned its own brand into an epic platform spanning across all verticals. He has expanded the company into new and exciting storytelling forms by representing iconic east coast brand, Wise Snacks. Rochon has also taken commercial real estate leader Brookfield in DTLA and incorporated the team's unique perspective to turn Brookfield's corporate mentality into a place where culture meets the professional workspace.



RANDY ROVEGNO

VP of Content Distribution Marketing
POP TV

Randy Rovegno is an innovative and creative sports and entertainment marketing executive who has produced hundreds of campaigns for brands including ESPN, NFL, FOX, ABC, POP, DIRECTV, Disney, Verizon, YouTube, among many others.

Named to CableFax's Top Marketing Executive List, a 12-time MARK Award winner, multiple ProMax/BDA Award recipient, Axiem Award winner (for online marketing achievement), Addy winner, 'Brand Of The Year' honoree, and named among 'Top 100 Marketers To Watch,' it's clear that Rovegno is making waves.

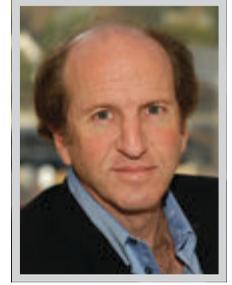


MARK WEINFELD

Chief Strategy Officer
Amusement Park Inc.

Mark Weinfeld is a seasoned and highly respected marketer who is currently chief strategy officer at Amusement Park, where he also serves as managing director of The Values Institute, a think tank that sits alongside the agency. Weinfeld co-created the Most Trusted Brands study that was featured in Entrepreneur magazine, and the TrustPulse survey that measures trust levels both internally and externally for brands. His expertise in consumer insights and strategy are the foundation of his involvement in repositioning and re-launching dozens of brands. Over the past ten years Weinfeld has launched LG's new luxury division - Signature Kitchen Suite, repositioned Toshiba, Honda Financial, Hilton Garden Inn, Dole Food Co., GE, Wienerschnitzel and KFC.

Weinfeld cut his teeth in the car business and has worked on strategic development for Hyundai, Nissan, Toyota, Infiniti, and most recently Mazda, where he worked on the global strategy for the award-winning "Zoom Zoom" campaign.



JIM YEAGER

President
breakwhitelight

Jim Yeager, founder and president of the boutique public relations and marketing firm breakwhitelight, has earned a reputation for strategizing and developing high-profile, high-impact, on-brand imaginative and innovative campaigns that generate remarkably dramatic business results for clients in a wide range of categories ranging from arts and entertainment to destinations, fashion, legal and nonprofits.

Yeager's most recent successes include major product introductions and initiatives such as the high-profile openings of a series of Live Nation venues across the country including Fillmore Philadelphia, Fillmore New Orleans, House of Blues Anaheim, Grand Central Market's latest restaurants, M&M's World Times Square and stewardship of worldwide press coverage of the Emmy Awards, the establishment of Los Angeles Union Station's standing as one of the country's foremost lifestyle/entertainment destinations, and the rebranding/identity of the Los Angeles Museum of the Holocaust.



Congratulations to Jessica Hawthorne-Castro, CEO of Hawthorne Advertising, on being one of the Most Influential Marketers in Southern California.

With creative, media, and analytics all under one roof, Hawthorne surfaces the insights to enrich campaigns and empower brands.

**HAWTHORNE
ADVERTISING**

MOST INFLUENTIAL MARKETERS

DEUTSCH

DEUTSCH

Deutsch is an advertising, design and digital agency known for its award-winning creative campaigns for clients including Taco Bell, Volkswagen, Dr. Pepper, H&R Block, Target and Snapple, to name a few. The agency has consistently won Cannes Lions accolades, One Show awards, D&AD, CLIOs, ThinkLA, EFFIE and Webby awards. In 2019, Deutsch turns 50 and continues to hustle like the team did when they were rookies. In the last year, through calculated risks, nimble pivoting, and expanding services, Deutsch continued to evolve and produce work that pushed the boundaries for its clients.

Most recently, Deutsch partnered with the “metoo” movement, founded by social activist Tarana Burke, to create a series of PSAs aimed to rally survivors and supporters together in the fight to end sexual violence. The films debuted privately at the HBO House at the Sundance Film Festival and garnered national and international press attention.



ELEVATE MY BRAND

The team at Elevate My Brand (EMB) exercises a unique offline and online marketing methodology that provides innovative, creative solutions for new, emerging brands and well-established companies. EMB specializes in helping both business-to-consumer (B2C) and business-to-business (B2B) clients gain the attention and exposure they deserve within their niche markets, regardless of their size or stage of operational growth.

Since its founding in 2009, hundreds of clients have taken advantage of EMB's approach to developing and executing perfectly tailored strategic marketing initiatives to elevate their brands. From rebranding to product launching, from online marketing to developing a social media presence with a brand, EMB's solutions open new markets, expand consumer base and increase visibility and profitability. Laurel Mintz, EMB's Founder and CEO has created an agency family team that collaborates on projects for both startups and blue chip global brands like Facebook, Verizon Digital Media Group, PAW Patrol and Zendesk.



THE MARKETING MASTERS

The Marketing Masters, founded by Brendan Egan and John Shegerian, is a boutique digital marketing agency obsessed with results. The agency has over 250 clients and an over 99% client retention rate. Offering web design/development services and a variety of digital marketing services (including SEO, PPC, email, social, and more), The Marketing Masters team focuses on creating custom campaigns across a variety of verticals to help clients achieve better brand recognition, more leads, and improve bottom line.

With offices in Chicago and Los Angeles and clients on six continents, The Marketing Masters has become well known for its ROI focused approach to digital marketing. Each campaign has a simple purpose and objective, and The Marketing Masters team doesn't rest until those goals are met. The team has grown businesses from a few leads per day to over 100 leads per day in as little as a few years, and have established a consistent track record of success.



RPA

Cancer is scary for anyone, but for a child it's even scarier. Unfortunately, there are limited resources that explain cancer care in a way kids can relate to. Thus RPA, on behalf of the Pediatric Brain Tumor Foundation, created a resource for kids that makes abstract cancer information concrete, through entertaining, relatable stories.

By partnering with more than five dozen creative partners, the RPA team, composed of creatives, account management, project management and more, made the award-winning Imaginary Friend Society (IFS), a series of 22 animated short films featuring imaginary friend characters come to life. The IFS films explain every facet of cancer in a kid-friendly way. Through a simple mobile app, the characters offer words of encouragement and hope to boost confidence during difficult times. Leading hospitals around the country, like Children's Hospital Los Angeles, have adopted IFS into their in-hospital networks or staff resources. The well-respected Association of Pediatric Hematology/Oncology Nurses has included the films as resource materials.



CONGRATULATIONS TO JEANNINE DAVIS D'ADDARIO

SENIOR VICE-PRESIDENT, CHIEF MARKETING & COMMUNICATIONS OFFICER

ON HER SELECTION AS ONE OF THE MOST
INFLUENTIAL MARKETERS
IN SOUTHERN CALIFORNIA
LOS ANGELES BUSINESS JOURNAL
YOU ROCK, JEANNINE!



2019 AUTO GUIDE

California's New Privacy Law: Start Preparing Now

By CHRISTIAN SCALI and MONICA BAUMANN

In June of 2018, on the last day to qualify ballot measures for the 2018 ballot, California adopted AB 375, the strongest privacy law in the nation. The new law is modeled somewhat on the European Union General Data Protection Regulation (GDPR), which famously purports to give customers the “right to be forgotten,” and gives consumers several new rights, aiming to bring more control and transparency to the murky trade and use of people’s personal data. It also, for the first time, provides consumers with the ability to sue companies that mishandle their data without ever having to prove harm due to the misuse.

The large tech companies like Google and Facebook are the obvious targets of AB 375, but its requirements will apply just as equally to the majority of car dealerships, as they hold a treasure trove of customer data. When the bill goes into effect on January 1, 2020, customers will be able to find out what type of data is stored about them, request that businesses erase data stored about them, and, for businesses that “sell” customer data, as defined, to “opt out” of having their data sold. The Act’s over-broad definitions, which include receiving something of benefit in the definition of “sell,” as well as the vague scope of some of its exceptions, is likely to be the subject of fierce lobbying in the next 18 months. As of now, the scope of these exceptions is unclear, leaving the possibility that even showroom videotape surveillance and GPS device location data—depending on how it is stored and what it identifies—may be included within the Act’s scope, triggering further requirements.

In keeping with America’s litigious tradition, the law also creates a private right of action that allows customers to sue over unauthorized access to personal information. Customers need not show actual damage from the access and instead can just seek statutory penalties. In addition, companies may not use arbitration clauses in agreements with customers to force the customer into arbitration. And finally, California businesses are required to inform customers of data breaches; with this law in place if a single customer who is notified about a breach decides to sue, dealers could face tens or even hundreds of thousands of dollars in statutory penalties. If attempts to amend the law to delete this provision fail, we predict this will trigger a new wave of consumer class actions against businesses that handle consumer data, including dealerships.

The good news is there is no need to panic – yet. The law’s requirements are effective January 1, 2020, giving California businesses nearly 9 months to prepare. Further, due to the hasty nature of the legislative process, there is every reason to think business groups will mount a counteroffensive in the 2019 legislative session to round some of the law’s sharp edges.

In the meantime, now is the time to work with your attorney to figure out a compliance plan. Dealers that have strong data security, good compliance with Gramm-Leach-Bliley, and consistent adherence to internal privacy policies will find that compliance with AB 375, no matter what form it takes in the end, will be much easier. Those that do not may be in for a bumpy ride – and potentially devastating litigation.

WHAT DOES THE LAW REQUIRE?

The new law has four major prongs intended to protect consumer’s privacy while also allowing consumers to use services provided by companies that share and sell data. In general terms, businesses will need to tell customers what type of data they collect about the customer, what they disclose or sell, and what purpose they use the data for. Businesses may also be required to erase data and, in more limited circumstances, allow customers to “opt out” of certain usages.

Customers may also make a verified request to businesses



to find out what categories and specific data the business has collected. Separately consumers may also request information regarding the source of any personal data, the types of third parties the business shared the data with, and the specific purposes for which the business used it.

Finally, businesses that have online privacy policies must include in those policies the categories of data collected, the categories of personal data sold in the last 12 months, and the categories of data disclosed in the last 12 months. The privacy policy must also include a description of how consumers may request information about their specific information, as well as how to delete stored consumer data or opt out of data sales.

WHY DEALERSHIPS SHOULD ACT NOW

It is still too early to tell exactly how California businesses generally, or dealerships in particular, should comply with AB 375. The language of the law leaves key issues up for interpretation, and the California Attorney General’s Office will be adopting regulations to implement the law in the future. Further, the California legislature is currently considering a number of bills that propose changes to the law.

Dealerships should none the less start preparing to comply with the law now. First, while business interests will likely be able to smooth some of the rough edges of the law and improve certainty through legislation, there is no reason to believe that the legislature will significantly neuter most of the privacy rights the law grants. These provisions are similar to those adopted in Europe and are overwhelmingly popular with voters.

Second, federal and state laws already impose privacy and data security duties on dealerships to protect consumer data. Starting in 2020, the stakes for compliancy with these laws already in force and affect will just get higher. Designing and implementing a privacy policy and process takes time and effort at any dealership. Now is the time to ensure that your dealership complies with laws like Gramm-Leach-Bliley and the Red Flags rules, as well as has a specific and actionable policy and processes in place to protect consumer data and control how

third-parties use it.

Finally, while the privacy rights contained in the law will get the bulk of the news coverage, it is the private right of action that is most likely to affect your bottom line and there are just no quick fixes to secure the valuable data your dealership has. By some estimates, the consumer data stored at a typical dealership can have more financial value than all of the vehicles for sale at the dealership. Dealerships are therefore ripe targets for hackers and other nefarious parties, and the consumer facing nature of the business makes them vulnerable.

And it is not just off-site hackers that should concern dealers. Unauthorized access to data can occur when an employee leaves a deal file on a desk, or an employee opens a bad file attached to an email, or a disgruntled employee walks off the job with a thumb drive of consumer data. Each of these situations could give rise to a class action lawsuit that could cost a dealership five, six, or seven figures.

Dealerships should work with their experienced automotive attorney to update their privacy policies and security protocols. Nearly every dealership in California has a privacy policy, and while several laws require periodic review and updates, too many policies look exactly the same as when they were pulled from a model policy, both out of date and untailored to the particular dealership. The dealership’s website must have a link to the privacy policy. An outdated, generic policy will be a red flag for any intrepid potential plaintiff. With overlapping legal requirements and a target on their backs, now is the time for dealerships to prepare.

Christian Scali is Founder and Managing Partner of The Scali Law Firm and Monica Baumann is a Senior Associate with the firm. Recognized as California’s top boutique automotive law firm, The Scali Law Firm’s clients range from small, family-owned businesses to publicly held global companies and high net worth individuals. Its team of attorneys has decades experience in a number of practice areas, with a high degree of specialization in serving the auto dealer industry. To learn more, visit scalilaw.com.

2019 AUTO GUIDE

2019 Audi A7 Receives “Best Resale Value” Award

The 2019 Audi A7 received the 2019 Kelley Blue Book Best Resale Value Award in the Luxury Car category, as announced at this year’s National Automobile Dealers Association (NADA) Convention.

In its 17th year, the Kelley Blue Book “Best Resale Value Awards” recognize products and brands that lead in retaining value over the first 60 months of new-vehicle ownership. The awards are divided into three categories: “Best Brands,” “Overall Top Ten Winners” and “Category Winners,” which spans 24 categories, including “Luxury Car” for which the 2019 Audi A7 was named winner. Using the latest research and analysis, Kelley Blue Book projects resale values based on current vehicle specification and trim levels, sales data, market conditions, competition within individual segments, future economic factors and the combined experience of the Kelley Blue Book team of market and pricing analysts.

Kelley Blue Book praised the 2019 A7 as a “driver’s car,” noting: “The new turbocharged V6 engine has noticeably more torque than the former supercharged V6, making the 2019 A7 feel especially quick. The excellent suspension damping that makes the A7 comfortable on the daily commute, but well composed when it’s asked to be a sports sedan. What’s more, the A7 is quiet inside.”

“For the 2019 Audi A7 to win this award



in its first year on sale is an incredible honor and testament to its exceptional design, innovative technology and high functionality,” said Filip Brabec, vice president, Product Management, Audi of America. “Audi of America is proud to accept this award from Kelley Blue Book, and we will continue to strive to craft vehicles that deliver long lasting, refined driving experiences for our customers.”

The 2019 Audi A7 builds on the heritage and success of the first generation, with the spaciousness of a sedan, versatility of a sportback and emotional design of a coupe. Its signature silhouette is defined by a sloping

roofline, giving the A7 unique character, improved usability and easy access to the spacious cargo area.

Inside, the orientation of the interior is strongly angled towards the driver, creating a driver-centric cockpit, which features the MMI touch response system with handwriting recognition that replaces the rotary dial and conventional buttons with two large, high-resolution touch displays with haptic and acoustic feedback. The A7 is a testament to the leading role Audi plays in lighting technology and design, with three headlight systems available for the 2019 model, and standard

equipped LED taillights with dynamic rear turn signals.

Powerful and efficient, the A7 is equipped with a 3.0-liter TFSI V6 engine that produces more torque compared to the outgoing A7 due to a twin-scroll turbocharger replacing the supercharger. Producing 335 horsepower, the A7 can sprint from 0-60 miles per hour in 5.2 seconds. The A7 also comes standard equipped with 48-volt Mild Hybrid Electric Vehicle (MHEV) technology, and the newly developed standard steel front and rear suspension allows for both a sporty driving experience and more comfortable ride for long distances.

ScaliRasmussen

AHEAD OF THE CURVE

Daily Journal
Top
Automotive
Boutique
Firm

- Franchise Advice & Litigation
- Labor & Employment
- Regulatory & Licensing
- Complex Litigation
- General Counsel Services
- Mergers & Acquisitions

Avoiding litigation when it’s possible. Protecting you when it isn’t.

LOS ANGELES | ONTARIO | SAN DIEGO | SACRAMENTO | OAKLAND | scalirasmussen.com