

2024 Regular Session

HOUSE RESOLUTION NO. 74

BY REPRESENTATIVES HEBERT AND TARVER

A RESOLUTION

To commend the members of the Louisiana Automobile Dealers Association (LADA) and to designate Tuesday, April 9, 2024, as Louisiana Automobile Dealer Day at the state capitol.

WHEREAS, the Louisiana Automobile Dealers Association, established in 1937, consists of 350 franchised new car and heavy truck dealers operating in the state of Louisiana; and

WHEREAS, Louisiana's franchised dealers play a pivotal role in the state's economic prosperity and advancement, fostering a robust marketplace that prioritizes consumer satisfaction through equitable and competitive pricing, fully equipped service departments staffed by expert technicians, unparalleled customer service standards, and maintaining high employment rates; and

WHEREAS, Louisiana's franchised dealers acknowledge their dependence on Louisiana and its residents for resources, a well-trained workforce, and a strong business climate; and

WHEREAS, Louisiana's franchised dealers employ nearly thirty-eight thousand citizens and tens of thousands more employees in supporting businesses, with a payroll exceeding \$1.2 billion and average annual earnings of \$75,465; and

WHEREAS, Louisiana's franchised dealers contribute more than \$770 million annually to the state and local coffers through direct tax payments and household earnings generated by the state's franchised dealers; and

WHEREAS, Louisiana's franchised dealers demonstrated their commitment to community support last year by generously contributing over \$18 million to various charitable organizations; and

WHEREAS, the Louisiana Automobile Dealers Association's mission is aligned with community values, striving for safe and clean communities with vibrant neighborhoods, good schools, and a strong economy; and

WHEREAS, this year marks the 87th anniversary of the Louisiana Automobile Dealers Association.

THEREFORE, BE IT RESOLVED that the House of Representatives of the Legislature of Louisiana does hereby commend the members of the Louisiana Automobile Dealers Association (LADA) and designates Tuesday, April 9, 2024, as Louisiana Automobile Dealer Day at the state capitol; does hereby recognize LADA members' unwavering commitment to excellence in service; and does hereby extend enduring appreciation for all that these individuals do for Louisiana.

SPEAKER OF THE HOUSE OF REPRESENTATIVES