



AUTOCONNECT

Aimed at helping dealers grow their operations and bottom lines, the GM Minority Dealer Development Summer Business Meeting was held in September at the Marriott in Troy, Michigan. The two-day meeting featured 20 Group discussions, networking, GM leadership presentations, and access to new tools and expert advice about programs to drive profitability.



MDD dealers from the four NCM 20 Groups representing over **80 dealerships** attended the Summer Business Meeting, which included presentations, best practice sharing and access to GM leadership.

GM President for The Americas Barry Engle hosts a **"Fireside Chat"** with several top company executives to answer questions ranging from product to manufacturing. Pictured from Left: Kurt McNeil, U.S. vice president, Sales; Duncan Aldred, vice president of Global Buick and GMC; Steve Hill, vice president, U.S. Sales, Service & Marketing; Barry Engle; Maurice Williams, general manager of Sales Support; Brian Sweeney, U.S. vice president, Chevrolet.



Nothing turns heads more than **new GM vehicles** on display.



MDD 20 Group members like Michael Bates come from GM dealerships across the country and help each other **improve profitability**. Bates owns Michael Bates Chevrolet in Woodhaven, Michigan.

The meeting included the popular **Pathway to Profitability** where attendees had the opportunity to speak with key GM internal and external partners. Businesses represented included Google, Epsilon, NCM Associates, PASE, GM Financial and IHS Markit.



John Foley, GM Dealer Digital senior manager, explained how to access a full range of **image solutions**, including photo-real CGI and image enhancement products and services at www.gmdealerdigital.com/vehicle-images/.

CONTENTS

Page 2:
Ecommerce
Sales Professional Series

Page 3:
GM Dealer Candidate

Page 4:
Motors Holding

Page 5:
Minority Dealer Advisory Council
Alpine Buick GMC



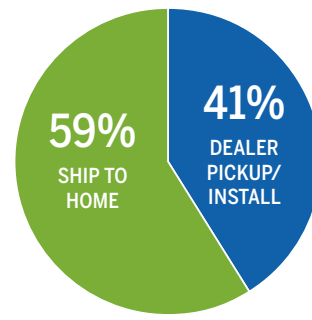
Increase Accessories Profits with Ecommerce

By becoming an accessories Ecommerce dealer, you have the opportunity to receive accessories orders from an all brand Web site as well as your GM dealer Web site. That's big, but it has a multiplier effect as well. According to a survey of customers who purchased accessories via the brand Ecommerce site, 41 percent pick up and/or have these parts installed at a dealership. That provides dealers with a huge opportunity for additional customer contact.

Get started today by contacting: ADS@GM.com

“We’re seeing customers that we would not have seen. These customers now know about my dealership. And it makes us ‘open’ 24 hours a day, so people can shop around the clock.”

— Mike Bowsher, Dealer, Carl Black Chevrolet Buick GMC



Drive more traffic into your dealership **WITH Ecommerce!**



WITHOUT Ecommerce

Without an accessories Ecommerce Web site, fewer than one customer in four would have gone to a dealer to buy.

SALES PROFESSIONAL SERIES Teaches Consultants Best Practices of High Performers

Sales professionals ranging from new hires to experienced managers are sure to elevate their game with the robust learning resources provided in the Sales Professional Series. The relatively new program from GM's Center of Learning is already getting positive feedback.

This series focuses on growing a consultant's acumen throughout their career by sharing useful content gleaned from best performers. Here are some of the highlights.

Sales consultants learn in different ways. The **Sales Professional Series** offers something for everyone, including ways to:

Sales Consultants in Training

This learning path is designed for those in their first 30 days on the job. It's guaranteed to have a **real impact on sales and retention.**

Monthly Webinars

Held on the third Thursday of every month, these sessions feature interactive live learning geared toward **boosting professionalism, skills and knowledge** — at any age!

New-Hire Connections Facebook Group

A members-only perk, this private social media page **fosters collaboration and sharing best practices.**

Selling Skills Curriculum

With a wide variety of helpful topics, this resource allows users to **create a personalized learning experience** for themselves and their teams.

- **Become** a professional
- **Develop** a sales process
- **Set goals** and make a game plan
- **Utilize** communications basics
- **Prepare** for a customer visit
- **Build** rapport with customers
- **Ask** for a sale
- **Present** and deliver a vehicle

Sign up today at the GM Center of Learning on GlobalConnect. For additional information, please contact your district sales manager.

Assessment Process Prepares Candidates for Dealership Opportunities

With an exceptional retail automotive career, **ARUN VAIDYANATHAN** was the perfect dealer candidate. “I worked my way up, went to dealer school and picked only the toughest assignments,” he said.

Vaidyanathan’s work paid off, and he was approached to enter the Minority Dealer Candidate program.

“It was a great experience meeting with regional managers and folks from Motors Holding,” he said.

Having made a very good impression during those interviews, Vaidyanathan was invited to participate in the Managing Retail Operations assessment — GM’s tool to measure individual proficiency.

After completing a pre-work packet, Vaidyanathan spent four days in Detroit. His first assignment was reviewing the initial results of his simulation with other candidates participating in the assessment.

“It was like a 20 Group,” said Vaidyanathan. “We reviewed our comps together, asking one another for help. The folks who did well in a particular area shared their best practices. I really got a lot out of that session.”

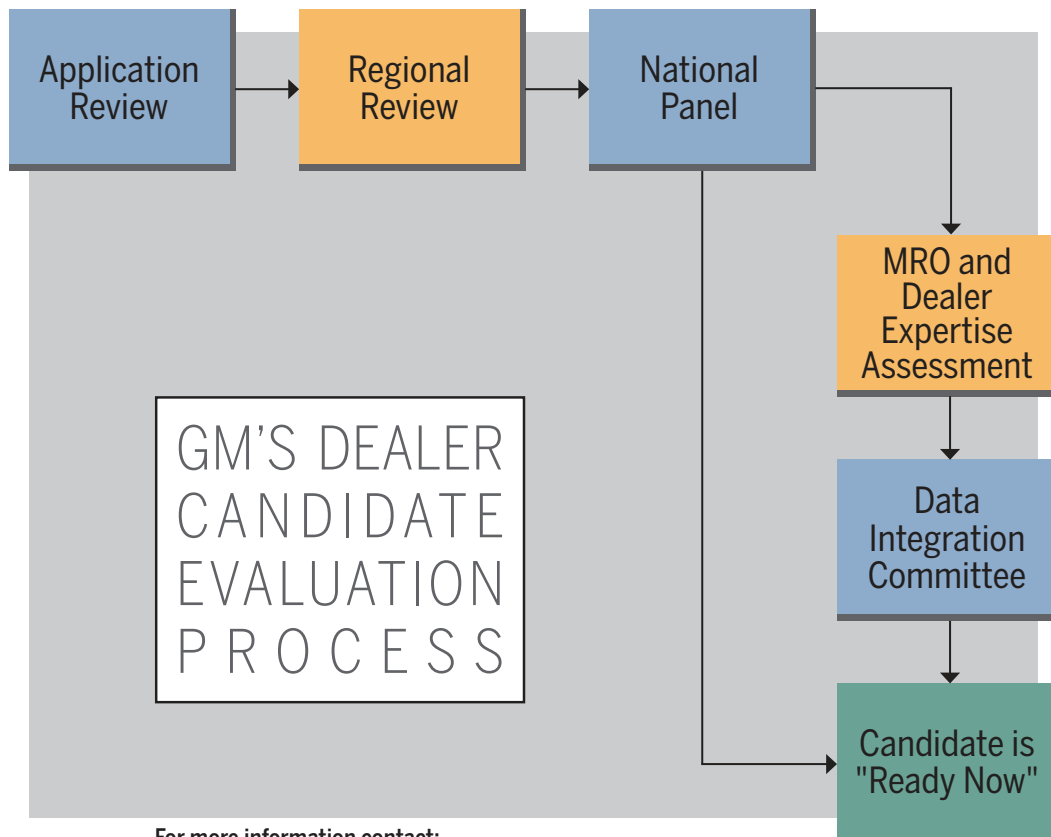
About a month after completing the assessment process, Vaidyanathan got the results.

“I was crushed when I learned I didn’t pass,” he said. “But I know that failure is not the opposite of success, it is part of success. So, I set out to try again.”

Vaidyanathan was required to wait one year before he could re-take the test. During that time, he participated in the week-long Ally Managing Retail Operations course.

“That class really changed my life,” he said. “It helped me fill in all of the gaps. The following year, I passed with flying colors and I’m on my way to owning my own GM dealership.”

In fact, Vaidyanathan has signed the papers to become dealer principal at Cadillac of Seattle in Shoreline, Washington, near his former dealership.



For more information contact:

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“The assessment process made me a better candidate. Despite some setbacks, my conviction to become a dealer never wavered, and that showed GM I’m willing to do whatever it takes.”

Plant your roots with a healthy partnership.



MOTORS HOLDING |

MOTORS HOLDING: 90 YEARS AND GROWING

For 90 years, Motors Holding has been helping qualified individuals become independent GM dealership operators. While specific investment plans have changed over the years to fit the market, its mission has not.

"We are developing the next generation of dealers by providing a realistic path to store ownership," said Ron McCants, Motors Holding director. **"Motors Holding offers the uniquely best and only true equity capital financing source sponsored by a manufacturer."**

It's a 90-year-old plan that's been time tested, but has also evolved to stay relevant. Thanks to new investment options, Motors Holding is offering a host of benefits that can help dealers achieve buyout more quickly, own multiple stores and even bring in financial partners.

Financial tools are only one part of the company's value proposition. Motors Holding portfolio managers consult with and advise dealers for the entire investment period on all dealership operations.

"Motors Holding is fully committed to the success of our dealers through the involvement of our regional managers, who bring solutions in every area from environmental compliance to vendor certification," said McCants. "Not only do we want dealers to become full owners of their first dealership, we want them to become successful multi-store owners."

Motors Holding has evolved in many ways over its 90 years, but none is more pronounced than its support of a diversified dealer network.

"The majority of Motors Holding's investments are with minority and female dealers, reflecting GM's commitment to diversity," McCants said. "Assisting diverse and female candidates in achieving their dream of dealership ownership is a top priority."

"There are more than 3,000 Motors Holding dealer alumni. That's 3,000 satisfied customers who've launched a new dealership using our strategic buyout plan. We're looking forward to the next 90 years and growing our alumni community!"

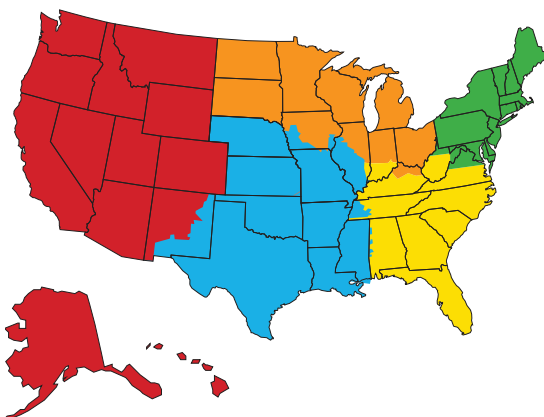
Here's what a few of Motors Holding's regional managers had to say about doing business 90 years after Alfred P. Sloan launched the company:

"I am in the trenches with the dealers, providing input on corporate governance, planning, oversight, analytics, insurance, legal matters and much more. That's why Motors Holding is so valued by its dealers."

"The Motors Holding team is very passionate. Putting deals together, you make a personal connection with the individuals selling our products. It's the best job in the company."

"I met a candidate on his first day of dealer diversity training. We eventually loaned him money to make his investment in his first dealership. Today, that man has two stores and is a multimillionaire. The work we do changes people's lives."

"If a dealer partners with us and works hard, they can own the business in as little as seven years. There are no other investment models that enable that type of rapid success. Motors Holding is 90 years old because of that."



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- SOUTHEAST** • Jason Rider • 678.240.9919
- SOUTH CENTRAL** • Bill Reineck • 469.417.7075
- WEST** • Gina Toben • 253.370.1929



GM Minority Dealer Development is comprised of GM minority dealers and next-generation talent. Through the MDD program, GM and its dealers work to actively recruit, train and place minorities as dealers and in all service, sales and management careers.

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Alpine Buick GMC Breaks Ground on New Location in Littleton



Alpine Buick GMC owner Ivette Dominguez Drawe (L), her daughter Kristiana Drawe and Alpine VP/COO and co-owner Mike Drawe (far right) and staff breaking the ground on the home for their new flagship dealership.

Earlier this year, Alpine Buick GMC owners **Ivette Dominguez** and **Mike Drawe** broke ground on the new home for their dealership in Littleton, Colorado. Five years in the making, the \$15 million project sits on nearly 6.5 acres. Expected to be completed next year, the nearly 52,000-square-foot, two-story dealership will feature 25 service bays, a service reception area and an attached car wash facility. Customers will have drive-up access to the second-level rooftop area, which will feature additional display vehicles as well as an outdoor lounge and firepit.

Alpine's current location in Denver will become a pre-owned sales center specializing in trucks and a used car reconditioning center.

“ Though we've had a long road to get here, the project is progressing nicely. We are on track to open in June 2020 and serve as a flagship for the GM brand. ”

— MDD Dealer Ivette Dominguez