

AUTOCONNECT

MDD Dealer Spotlight: Arnaldo Bomnin

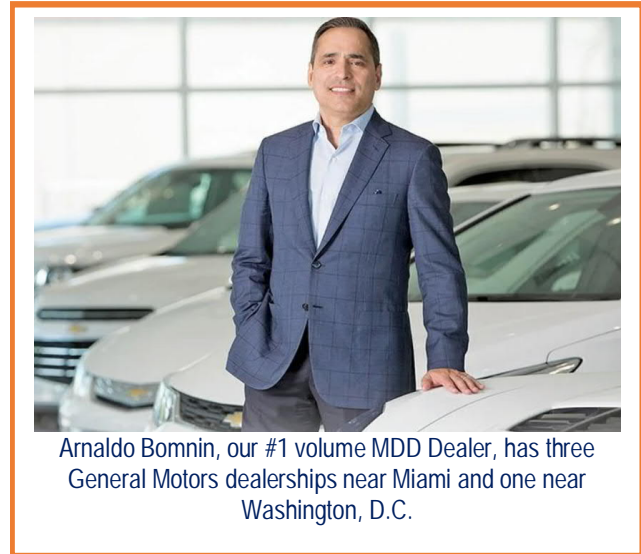
In a June 2020 interview with Automotive News titled “Despite crisis, Miami dealer increased advertising to keep up sales”, Arnaldo Bomnin knows the secret to success. “You always need to be different to succeed”.

In the article, Bomnin, who fled Cuba after earning a medical degree and trading his dream of becoming a doctor for a career as a car dealer, speaks of how he got to No.1 amid a pandemic the same way he has approached everything in life.

In early April, when many U.S. dealerships shut down to comply with government orders or voluntarily reduced hours, Bomnin took a different route. He informed his employees that — other than implementing additional safety procedures — they would stay business as usual and spend more on advertising as competitors cut back. “In the last two months, we have spent more money on TV ads than we have spent in the last 10 years,” he told Automotive News. “I knew people would be at home. I knew that people would be watching TV.”

Bomnin has three General Motors dealerships near Miami and one near Washington, D.C. His two biggest Miami stores, just 8 miles apart, rank first and third nationally in Chevy sales this year through May. Each has experienced less than a 10 percent decline year-to-date in a market forecast to be down at least double that. In the second half of March, two of Bomnin's stores went from being on track for a record month to having their worst two weeks in the last decade. “The feeling was like a train impacting a concrete wall,” he said. Bomnin asked his leadership team what they would want to tell future generations they did during the pandemic. Most wanted to be able to say they worked harder than ever to provide for their family, he recalled.

Please continue reading the Automotive News article about Arnaldo’s career and pathway to success [here](#).



Arnaldo Bomnin, our #1 volume MDD Dealer, has three General Motors dealerships near Miami and one near Washington, D.C.

GM Reports Second-Quarter U.S. Sales

General Motors (NYSE: GM) announced that it delivered 492,489 vehicles in the second quarter of 2020, a decrease in total vehicle sales of about 34 percent compared to a year ago with demand outpacing supply in the latter half of the quarter. While the industry experienced significant declines due to the outbreak of COVID-19, full-size pickup truck sales performed exceptionally well, and overall sales showed signs of recovery, especially deliveries to retail customers.

“Our resilient sales reflect an improving demand curve, and the strong efforts of GM and our retailers in unprecedented times,” said Kurt McNeil, U.S. vice president, Sales Operations. “GM entered the quarter with very lean inventories and our dealers did a great job meeting customer demand, especially for pickups. Now, we are refilling the pipeline by quickly and safely returning production to pre-pandemic levels. Having an appropriate mix of the right vehicles combined with the benefits of enhanced shopping technologies such as Shop. Click. Drive., positions us for success in the second half of 2020.”

Retail sales were off by about 24 percent in the quarter, roughly in line with the industry. Retail sales in April were down the most in the quarter, off by about 35 percent compared to last year, but recovered significantly in May and June with year-over-year declines of around 20 percent or less.

MDD dealers delivered 39,641 retail units in Q2 which represents a 16.9% decrease compared to Q2 2019, outpacing GM and the industry.

Mary Barra Establishes New Inclusion Advisory Board

In response to the death of George Floyd, Mary Barra assured us that General Motors would take several immediate actions. One step was to create an Inclusion Advisory Board of internal and external leaders that she will chair.

In June, Barra named 11 individuals – besides herself – who will make up the board, along with its guiding principles. The board will guide our work to improve diversity and inclusion in our company, with the ultimate aspiration of making GM the most inclusive company in the world.

The Inclusion Advisory Board will focus on action plans that support the guiding principles of Our Words, Our Deeds and Our Culture. Some of these principles include: believing "everyone has the responsibility to speak up in the presence of bias and injustice in our world," not being silent and leveraging GM's voice "to contribute to the dialogue condemning injustice and driving inclusion," building relationships that "advocate for and achieve equality in social justice, education, health care, and economic opportunities for Blacks and other marginalized groups," and ensuring "a more transparent workplace environment that is safe, respectful, free from fear and promotes and delivers real and measurable outcomes.

GM Inclusion Advisory Board

- Tonya Allen, president and CEO, Skillman Foundation, and social justice advocate
- Dennis Archer Jr., CEO, Ignition Media Group and president, Archer Corporate Services
- Kim Brycz, senior vice president, Global Human Resources, General Motors
- Craig Buchholz, senior vice president, Global Communications, General Motors
- Arden Hoffman, chief people officer, Cruise
- Todd Ingersoll, president, Ingersoll Automotive of Danbury, and GM Minority Dealer Advisory Council member
- Gerald Johnson, executive vice president, Global Manufacturing, General Motors
- Telva McGruder, Employee Resource Group at-large member, General Motors
- Mark Reuss, president, General Motors
- Dhivya Suryadevara, executive vice president and chief financial officer, General Motors, and
- Matt Tsien, executive vice president and chief technology officer, General Motors.

SAVE THE DATE:

2020 MDD MEETING – VIVA LAS VEGAS!!

As you know, we are living in extremely challenging times in 2020, especially due to the Coronavirus (COVID-19) Pandemic. Living and working at home has become the new normal. But as restrictions gradually ease across the country, it will soon be time to once again join our forces and work together for the advancement and success of our Minority Dealer Network across the country.

With this in mind, we'd ask you to join us in Las Vegas at the Venetian Hotel from November 8 – 10, 2020 for our next MDD Meeting. We'll use this time to meet in 20 Groups and share best practices, get the latest update on the state of the business and the industry from our GM MDD leadership team, and rekindle our friendships. We truly hope you can join us for this very important annual meeting. We look forward to seeing you in Las Vegas!

A registration link will be sent to your email soon! Stay tuned and for now... Save The Date!



Sales Incentive Review (SIR) & Warranty Policy Review (WPR) Meetings

We are introducing a new opportunity designed around your feedback and aimed at creating a positive impact on dealer profitability. Your GM team has been thoroughly trained on the top deviations captured through the GM Audit Services process.

Starting in July

District Managers will be reaching out to schedule time with the Dealer Principal/Executive Manager and dealership leaders to share how best to avoid audit debits through Sales Incentive and Warranty Policy Review meetings.

Starting in September

In addition to giving dealers a heads up on common mistakes to avoid or areas of concern to watch out for, dealers who are audited and adhere to the policies and certain criteria may be eligible for a compliance credit. The compliance credit would apply to both in-person as well as mailout audits for both sales and warranty. The credit could be worth over \$20,000 on the sales side and over \$10,000 on the warranty side.

Committed to Continued Guidance and Support
You can expect continued support from your GM team regarding improving profitability through understanding policies and program rules. We will be working closely with the GM Audit Services team to continue to provide on-going communications, training and resources for dealership managers about policy updates and improvements.

Available Resources

- Visit the Sales, Service & Parts Policies and Procedures app within Global Connect to access updates to GM policies, program rules and job aids
- Visit the Center of Learning for sales incentive and warranty policy web-based training

WELCOME NEW MDD DEALERS

Congratulations to the following Minority Owners on acquiring their new dealership:

Mr. Daniel Randolph | Napleton Buick GMC | Crystal Lake, IL
Mr. Antonio Acosta | Douglass Chevrolet Buick GMC | Clifton, TX
Mr. Don Jones | Laurel Chevrolet | Laurel, MT



2020 GM MINORITY DEALER ADVISORY COUNCIL

Our MDAC's role is to communicate the voice of the minority dealer body and direct prioritized issues to GM management and/or the appropriate divisional Councils. Should you have any questions or concerns, please contact a representative below.

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