

AUTOCONNECT



During this pandemic, we are all experiencing unwelcomed change. To bring relief to our Minority and Women Dealers, our Motors Holding and Dealer Development teams partnered with Mitch Cummins, CEO & Founder of Cummins Performance Group. Mitch brings more than 30 years of experience as an innovator and results-driven automotive sales and marketing leader. He has been through other crises such as 9/11, the 2007 recession, and bankruptcies. Mitch conducted webinars for our dealers, that focused on:

- Assess, Plan, and Execute
- Digital Sales Productivity, Processes, and Results
- Fixed Operations – Your Digital Message During These Times
- Inbound Phone Call Handling and 72 Hour Press
- Seven Traffic Drivers to a Service Department
- 72 Hour Press and Building Your “A” Team
- Fixed Operations – Creating the Ultimate Appointment Experience
- Creating Your Ad Budget, Marketing Your Store, and Your Next Big Event
- Sales to Service Handoff

In addition, Cummins Performance Group developed [The Dealer Emergency Kit \(click here to download\)](#). This kit breaks down each department for dealership that are either fully open, semi-open (i.e. service drive and new car home delivery) or closed. It’s important that dealers maintain operations and maximize all opportunities. The kit includes do’s and don’ts regarding these important topics:

- Minimize costs and maintain cashflow and operations
- Ensure compliance, processes, and people are in place
- Maximize productivity, gross and sales through chaos
- Maximize absorption and throughput
- Consistent, timely, and clear messaging

Please feel free to reach out to Mitch should you be interested in his services. He and his team can have a positive impact on your business results.

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WELCOME NEW MDD DEALERS

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

George Liu | Rosenthal Chevrolet of Alexandria | Alexandria, VA
 Andrea Zadd | Crestmont Buick GMC | Beachwood, OH
 Monte Perkins | All American Chevrolet | Muncie, IN
 Jay Hodge | Jay Hodge Chevrolet | Muskogee, OK
 Him Yin | Chevrolet of Ottawa | Ottawa, OH

James Ross | Chevrolet of Puente Hills | City of Industry, CA
 Michael Winding | Gilroy Buick GMC | Gilroy, CA
 Inder Dosanjh | Seaside Cadillac | Seaside, CA
 Joe Smith | Epic Chevrolet | Sacramento, CA
 Don Jones | Provo Buick GMC | Provo, UT



Chevy Cares: West Pennsylvania Chevy Dealers Answer the Call

As a result of the COVID-19 pandemic, approximately 80 percent of American Red Cross blood drives were cancelled, leaving the humanitarian organization facing a severe blood shortage. With the need for blood donations greater than ever, the Western Pennsylvania Chevrolet Dealer network recently teamed up with the Red Cross to host multiple community-wide blood drives at participating Chevy dealerships in the area.

Between April 6 and April 29, eight different dealerships volunteered, offering their showroom to host a blood drive. In total, these blood drives allowed the Red Cross to collect 138 bags of blood, enough to potentially save 414 lives.



Chevy Dealers team up with American Red Cross for much needed blood drives



Sun Chevrolet in Canonsburg, Pennsylvania hosted the first drive on April 6, where all available appointment slots filled up after two days of the notice going out. "Our local dealership community really wanted to do something to help," said Martin Cumba Jr., executive manager of Sun Chevrolet. "We have a very blue-collar mentality and being able to jump in and serve during a time of need really lifted everyone's spirits."

Numerous precautions were taken to ensure that everyone participating was healthy and stayed that way after donating. For example, the tiles on the dealership floor were marked to ensure that everyone stayed six feet away from one another.

"We had a full sanitation done in the dealership showroom beforehand," said Cumba Jr. "We took all vehicles out, except for the 2020 Corvette Stingray. We left that in the room in order to help keep the blood pumping."

There were other participating dealerships included MDD's Patrick DeCuir's Washington Chevrolet & Riverview Chevrolet.

2020 GM MINORITY DEALER ADVISORY COUNCIL (MDAC)

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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