

# AUTOCONNECT

## MDD Dealer Spotlight: Damian Mills

During these unparalleled times, some people questioned “How can I help others?” Our MDD dealer, Damian Mills not only knew the answer but him and his staff quickly jumped into action.

Owner of Crossroads Chevrolet in Mt. Vernon, WV, the dealer group “Day of Service” included all of Mr. Mills stores across 3 states. In partnership with the Salvation Army in each community, they were able to serve over 20,000 meals to families in need within the communities they serve.

The Crossroads Chevrolet team members represented not only their group but the spirit of service that General Motors and Motors Holding has during these difficult times. Thank you, Mr. Damian Mills, for all that you and your team do!



## **SAVE THE DATE: POSTPONED** **2020 MDD MEETING – VIVA LAS VEGAS!!**

Due to the Coronavirus (COVID-19) Pandemic, the decision has been made to postpone our 2020 MDD Meeting. But as restrictions gradually ease across the country, it will soon be time to once again jo forces and work together for the advancement and success of our Minority Dealer Network across the country. Stay tuned.



## **Enroll Today for the November Business Elite Advantage Program**

# **TAKE ACTION**

Business Elite Advantage, the turnkey small business sales prospecting program, drives small business owners to Chevrolet or GMC Business Elite dealerships. The November program will highlight the 2020 tax incentive. **Enrollment is now open for November and ends on October 6!**

### Business Elite Advantage Benefits/Features:

- Targeted mailing lists – include businesses in your area that have high potential for purchasing new vehicles
- Effective mailers – help educate businesses about the advantages of purchasing from your Chevrolet or GMC Business Elite dealership
- Dealership personalization – includes name, slogan, address, hours of operation, map, logo, contact number and website
- Easy enrollment – minimal setup fee
- Turnkey management – set it and forget it!
- Up to 150% reimbursable – ability to use both iMR sales funds (100%) and commercial co-op funds (50%)
- Online manifest reports posted on Global Connect – provide measurable results allowing you to follow up with prospects and adjust marketing strategies to maximize sales
- No-charge value add – email to owner audience at no additional cost

**Enroll today by calling Epsilon Program Headquarters (PHQ) at 800-292-9220.**



Since 1972, GM has provided leading opportunities to qualified minorities to help prepare them to become dealers and to help them succeed once they become dealers. GM is committed to "Changing the Face of Automotive Retail."

In support of this mission, the GM Minority Dealer Development (MDD) Scholarship Program is offered to help minority students of African American, Asian, Hispanic or Native American descent, interested in pursuing careers in automotive retail and/or automotive technology. There are many strong career opportunities in automotive retail, and we wish to encourage students interested in pursuing these career options.

The GM Minority Dealer Development (MDD) Scholarship program is another critical step in creating an inclusive retail culture. Visibility and representation of an increase in minority employees increase customer loyalty and overall profitability and attract other minorities into our industry.

Getting involved in the 2021 campaign takes three simple steps: Donate, Promote and Nominate!

1. **Donate** – Individual donation, dealership donation, or named scholarship.
2. **Promote** – MDD provides marketing and communications materials to help build awareness of the scholarship. Use them to help publicize the program in your stores, schools and communities.
3. **Nominate** – encourage eligible candidates to self-nominate!

Please visit our [website](#) to for more info and ways to donate!

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## What's Happening at **GENERAL MOTORS**

### **General Motors Named OEM of the Year at Wards/TU Automotive**

GM was awarded for our commitment to technological innovation, external contributions and focus on equality and diversity...

GM received three awards at the Wards/TU Automotive virtual awards event this week, including OEM of the Year, 10 Best Interior for the 2020 Corvette Stingray and 10 Best User Interface for the Chevrolet Trailblazer.

The organizers named GM their OEM of the Year based on GM's:

- Technological advancements, including the 2021 Escalade, which features an industry-first 38-inch curved OLED display and new augmented reality navigation
- Investment in EVs, including the new Ultium architecture featured in the Cadillac LYRIQ
- Work outside the automotive industry, including focus on helping the communities where we live and work during the pandemic
- Focus on gender equality and diversity, including our commitment to be the most inclusive company in the world

Accepting the awards were:

- Doug Parks, executive vice president, Global Product Development, Purchasing and Supply Chain, accepting the OEM of the Year award
- Steve Majoros, vice president of Chevrolet marketing, accepting the Best User Interface award for the Chevrolet Trailblazer
- Tristan Murphy, interior design manager, accepting the Best Interior award for Corvette

Congratulations to the team! These awards and recognitions would not be possible without a One Team effort.

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### **GM Reports Third-Quarter U.S. Sales**



General Motors (NYSE: GM) announced on Thursday, October 1, 2020, that it delivered 665,192 vehicles in the third quarter of 2020, a decrease in total vehicle sales of about 10 percent compared to a year ago. In a sign of a recovering industry, sales improved sequentially each month within the quarter. Industry and GM sales rebounded significantly in September, finishing the month with year-over-year sales increases. Total industry SAAR1 was an estimated 15.9 million vehicles for the quarter, up about 4 million units from the previous quarter.

“Our dealers are doing exceptionally well utilizing a combination of customer-facing online technologies – such as Shop. Click. Drive. – and showroom sales to deliver vehicles safely to our customers. This is contributing to retail share gains while we continue to refill the pipeline,” said Kurt McNeil, GM vice president, U.S. Sales Operations. “Industry-wide, dealers are selling a high mix of large pickups as the summer comes to an end. Our strong large pickup and all-new full-size SUV lineups from Chevrolet and GMC are selling extremely fast.”

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

More information and details for Q3 2020 sales can be found [here](#).



# MINORITY DEALER DEVELOPMENT

## What is MDD?

A diverse dealer network matters greatly to GM and to the customers we serve. Minority Dealer Development is designed to support our diversity goals. MDD is dedicated to growing a performance driven, customer-focused and profitable dealer network by attracting highly qualified minority dealer candidates, this is one demonstration of GM's commitment to a diverse dealer network.

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

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|---|--|
| Melissa Smith   Fredericksburg Chevrolet Buick-GMC   Fredericksburg, TX | Ali Ahmed   Southern Buick GMC Virginia Beach   Virginia Beach, VA |
| George Liu   Rosenthal Chevrolet of Alexandria   Alexandria, VA         | Ali Ahmed   Southern Buick GMC Greenbriar   Chesapeake, VA         |
| Andrea Zadd   Crestmont Buick GMC   Beachwood, OH                       | Antonio Acosta   Douglass Chevrolet Buick GMC   Clifton, TX        |
| Daniel Randolph   Napleton Buick GMC   Crystal Lake, IL                 | James Ross   Chevrolet of Puente Hills   City of Industry, CA      |
| Monte Perkins   All American Chevrolet   Muncie, IN                     | Steven Jackson   Team Chevrolet, Buick, GMC   Alice, TX            |
| Jay Hodge   Jay Hodge Chevrolet   Muskogee, OK                          | Robert Brogden   Robert Brogden Buick GMC   Hays, KS               |
| Him Yin   Chevrolet of Ottawa   Ottawa, OH                              | Michael Winding   Gilroy Buick GMC   Gilroy, CA                    |
| Don Jones   Provo Buick GMC   Provo, UT                                 | Inder Dosanjh   Seaside Cadillac   Seaside, CA                     |
| Don Jones   Laurel Chevrolet   Laurel, MT                               | Joe Smith   Epic Chevrolet   Sacramento, CA                        |

## 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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