



AUTOCONNECT

A Message From our MDAC Chair

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Charles Winton



As entrepreneurs our main job is to figure out how to be successful regardless of market conditions. The stark difference in the retail automotive market between the first half of 2020 versus this year is an extreme challenge to our ability to adapt and adjust our leadership. What I have learned this past year is that regardless of market conditions our ultimate job remains the same; to make sure we have the right people and processes in place.

This is what this pandemic, this 100-year event has taught me. I have learned that having the right people coupled with strong processes is as important in the good times as the bad. This pandemic has made me a better dealer by forcing me to constantly focus on the daily blocking and tackling our management intensive business requires. Normalcy will return to our businesses. Our challenge is to be ready for it and to address the deficiencies in our stores with urgency even in the best of times.

Our Dealer Diversity Meetings Are Back!



The Dealer Diversity team is hosting the Minority Dealer Development (MDD) Summer Business Meeting on August 22- 24th, 2021. The meeting will be at the Detroit Marriott at the Renaissance Center and will feature our MDD 20-Group Meetings, a dealer/MDAC Council breakfast, and a senior leadership luncheon, where we welcome Steve Carlisle, Kurt McNeil, Brian Sweeney, Maurice William & Bob Muiter.

The theme of this year's meeting is Accelerate your *G.R.I.T!*!! As we continue to navigate 2021, our focus will remain Accelerate your Growth, Accelerate your **R**esilience, Accelerate your **I**nclusion, and Accelerate your **T**ransformation.

To join us, please click here www.2021GMMDDMeeting.com. Once on the General Motors MDD 20 Group Meeting registration site, you will learn more about the meeting, including the agenda and important travel information.

Courtesy Automotive Breaks Ground on New Location In California

In June, Courtesy Automotive owners Diane and Mike Pajouh broke ground on the new home for their dealership on the north end of Chico, California. The brand-new facility will be 115,000 square feet, sit on almost 12 acres and display eight new GM vehicles. It will include lifestyle boutiques, a café, a new vehicle delivery space and triple the current space for the service, parts and collision center. Courtesy Automotive VP and MDD Dealer and Council Member Diane Pajouh says it's been a long time coming but now they're on track and ready to go with their new state-of-the-art facility.

Congratulations to Diane Pajouh and the entire Courtesy Automotive Center team!



Diane Pajouh, VP, Courtesy Automotive Center, Nik Pajouh, (Son), Jerry Pajouh, President, Courtesy Automotive Center and Jesika Pajouh (Daughter)

Gerry Lane Chevrolet and Chevrolet Regional Director Team Up for a Great Cause!



Whenever the community needs assistance, Gerry Lane Chevrolet, located in Baton Rouge, Louisiana, steps up to the plate. The Alpha Kappa Alpha Sorority of Southern University was looking for ways to raise money for their non-profit, The Ivy Foundation. The ladies of AKA explained how their foundation empowers young women by providing whatever resources necessary to complete their education and set them up for success.

The foundation set a lofty fundraising goal of raising \$80,000 this year. Without hesitation, the dealership decided to give them a 2021 Chevy Blazer to raffle off. Tyler Lane of Gerry Lane Chevrolet said, "As a minority dealer, this cause really hit home for us, and we wanted to do whatever we could to make this a successful fundraiser for them". In just three months, they were able to sell \$78,000 worth of raffle tickets, which is just short of their goal for the entire year. Tyler and Josh wanted someone special to be a part of raffling off the Blazer and thought that their regional director at Chevrolet, Jackie Vessel, would be the perfect person for the job. And after finding out that Jackie attended college at Southern University, it was a no-brainer. The whole team at Gerry Lane Chevrolet is so thankful to The Ivy Foundation and the Gamma Eta Omega Chapter of AKA for giving them the opportunity to impact the local community in such a positive way.



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:

Elias Gonzalez | Pointe Buick GMC | Penns Grove, NJ
 Michael Handwerger | Alpha One Chevrolet Buick | Rockdale, TX
 Jason Robert | Advantage Chevrolet of Bridgeview | Bridgeview, IL
 Sam Lim | Cadillac of Laguna Niguel | Laguna Niguel, CA
 Shannon Inukai-Cuffee | Dick's Hillsboro Chevrolet | Hillsboro, OR
 Amy Strunk | West Point Buick GMC | Houston, TX
 Jason Chavez | Chavez Buick GMC | Indio, CA
 Stephanie Morris | Stephanie Morris Chevrolet | Okmulgee, OK
 Teri Garcia | Amigo Chevrolet | Gallup, NM
 Karl Malone | Karl Malone Chevrolet | El Dorado, AR
 Anthony Boyd | Park Hills Chevrolet | Park Hills, MO

Congratulations!

Q2 2021 | Top 10 MDD Dealers By Brand

MINORITY DEALER DEVELOPMENT

- Q2 CYTD Retail Sales **107,904** represents **34.4%** YOY increase vs **27.2%** for all dealers
- 98.5%** of MDD dealers are profitable
- Avg. NPBB&T of over **\$4.4M, \$1M** above all GM Dealers
- Operating Profit above **\$2.7M**
- ROS of **5.7%**
- Sales Volume: **873**
- PVR of **\$2,361**
- Fixed Coverage of **58.2%**

* June CYTD Annualized



1. Bomnin Chevrolet Dadeland, Miami FL
2. Bomnin Chevrolet West Kendall, Miami FL
3. Dan Cummins Chevrolet-Buick, Paris KY
4. The Ancira-Winton Chevrolet, San Antonio TX
5. Seguin Chevrolet, Seguin TX
6. Quality Chevrolet, Old Bridge NJ
7. Rydell Chevrolet, Northridge CA
8. Camino Real Chevrolet, Monterey Park, CA
9. Estero Bay Chevrolet, Estero FL
10. Stevens Creek Chevrolet, San Jose CA



1. Cardinal Buick GMC, Belleville IL
2. Todd Wenzel Buick GMC of Westland MI
3. Todd Wenzel Buick GMC, Grand Rapids MI
4. Todd Wenzel Buick GMC of Davison MI
5. Dan Cummins Chevrolet-Buick, Paris KY
6. Lorenzo Buick GMC, Miami FL
7. Brickell Buick & GMC, Miami FL
8. Shortline Buick GMC, Aurora CO
9. Alpine Buick GMC, Littleton CO
10. Cavender Buick GMC, San Antonio TX



1. South Texas Buick GMC, McAllen TX
2. Cavender Buick GMC West, San Antonio TX
3. Cavender Buick GMC, San Antonio TX
4. Gateway Buick GMC, Dallas TX
5. Alpine Buick GMC, Littleton CO
6. Todd Wenzel Buick GMC, Grand Rapids MI
7. Ferguson Buick GMC, Norman OK
8. West Point Buick GMC, Houston TX
9. Billion Buick GMC, Sioux Falls SD
10. Lorenzo Buick GMC, Miami FL



1. Vera Cadillac, Pembroke Pines FL
2. Cavender Cadillac Company, San Antonio TX
3. Tustin Cadillac, Tustin CA
4. Central Houston Cadillac, Houston TX
5. Heritage Cadillac, Morrow GA
6. Crestmont Cadillac, Beachwood OH
7. Ocean Cadillac, Miami FL
8. Cable Dahmer Cadillac of Kansas City MO
9. Prestige Cadillac, Warren MI
10. Cadillac of Mahwah, Mahwah NJ



GM Reports Strong U.S. Sales in the Second Quarter in High Demand, Low- Inventory Market

Earlier this month, General Motors reported their second quarter sales for 2021. GM U.S. vice president, Sales Operations, Kurt McNeil stated, "The agility and creativity of our supply chain, purchasing, engineering and manufacturing teams, in collaboration with our suppliers and dealers, have helped us continue to satisfy customers and gain market share in some of the highest demand segments of the market," GM is well positioned in 2021 to lead the industry in full-size and mid-size pickup sales for the seventh consecutive year.

"The U.S. economy is accelerating, consumer spending is robust, and jobs are plentiful," said Elaine Buckberg, GM chief economist. "Consumer demand for vehicles is also strong but constrained by very tight inventories. We expect continued high demand in the second half of this year and into 2022."

Q2 2021 Quick Glance:

- General Motors announced it sold 688,236 vehicles in the U.S. in the second quarter of 2021 – an increase of 40 percent compared to a year ago.
- All four GM brands had double-digit year-over-year increases in retail sales.
- **GM Minority Dealers delivered 57,405 retail units, representing a YOY increase of 34.4%, outperforming all GM dealers.**
- GM ended the quarter with 211,974 units in inventory, down from 334,628 at the end of the first quarter.



Chevrolet deliveries were up 31 percent.

Bolt EV and Traverse both delivered their best-ever second-quarter sales and best first-half sales.

Silverado LD deliveries increased by 31 percent, HD by 42 percent.

Sales of the Tahoe increased 74 percent.
Suburban (91 percent)

Silverado HD and LD combined (34 percent)

Trailblazer (248 percent)

Corvette (224 percent) were all up sharply.



Buick's premium SUVs recorded a total sales increase of 86 percent, leading to its best quarter in more than 15 years.

The all-new Buick Envision attracts more former sedan buyers to the brand than any other Buick model, leading to the vehicle's best quarter ever with total sales up 97 percent.

The Encore GX also had a record quarter, with sales up 184 percent.

Enclave sales grew 103 percent.

Building on this momentum, Buick is launching an all-new 2022 Enclave this fall.



GMC deliveries grew by 50 percent.

Led by gains from Sierra LD and HD models, up 38 and 46 percent, respectively.

The all-new Yukon and Yukon XL had a combined increase of 126 percent.

Acadia sales were up 72 percent.

Terrain sales increased 19 percent.



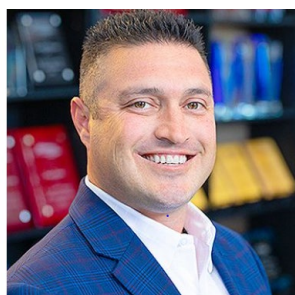
Total sales increased by 55 percent.

Leading to Cadillac's third consecutive quarter of year-over-year growth.

The XT5 and XT6 had total sales increases of 83 and 73 percent, respectively.

Sales of the CT4 increased by 290 percent.

Sales of the Escalade more than doubled, up 120 percent.



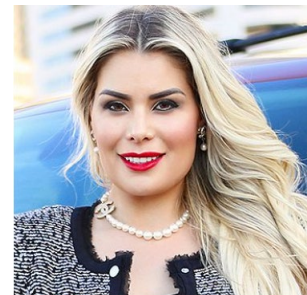
Melvin Cooper, 38

Dealer operator
Watsonville Auto Group

Congratulations!



More information on winners please click [here](#)



Laissa Sanchez, 35

Managing partner
Alpine Buick-GMC South

Q3, 2021 Warranty Seminar: Service Agent Self-Review



The Warranty **Service Agent Self-Review** Virtual Seminar is continuing through Quarter 3, 2021. This live Warranty Virtual Classroom Training (VCT) will be hosted by GM Warranty experts. With six different timeslots, choose the time that works best for you!

Click the Course ID [VGWSR.020D](#) to view details, dates and times, and enroll!

Overview:

Building on foundational information from the Global Warranty Management course, this session demonstrates how to use Global Warranty Management (GWM) to manage warranty expenses and improve warranty practices to improve business results!

Key Takeaways:

- Boost your understanding of the Service Agent Self Review process
- Monitor the Warranty process using GWM and the SASR reporting tools
- Search for vehicle service details in GWM

Who should attend: Service Managers and Warranty Administrators

Dates & Times: All six sessions have a 100-seat limit, so register early!

JULY 20 TH	AUGUST 17 TH	AUGUST 19 TH	SEPTEMBER 21 ST	SEPTEMBER 23 RD
1:00pm 4:00pm	4:00pm	1:00pm	1:00pm	4:00pm



MINORITY DEALER DEVELOPMENT

SCHOLARSHIP

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

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."

This year we were able to award 4 New Recipients with scholarships of \$2500 each! We are now donating or nominating a student, please visit <https://gmddscholarship.com> or call (630)428-2412 CMS foundation would be glad to assist you. Congratulations to our New Scholarship Awardees.



Tien V
Camden County
College



L. Luna Gonzalez
Fox Valley
Technical College



M. Warburton
Western Governors
University



E. Galicia
Ivy Tech
Community
College

- 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!

Now Available: Dealer Inventory Management Resources



Don't miss out on the latest Dealer Order Submission Process (DOSP) resources. Improve your team's inventory management and ordering using these resources. DOSP Checklists and Video Series are available now. Enroll today in the VILT session starting June 7th using the course ID link below.

- To access the checklist and video resources:
- Visit the Reference Library on the Order Department Landing page in GlobalConnect.
- Enroll today in the VILTs starting June 7, 2021:
- Click the course ID [SSMAD.021V1](#) to access the Center of Learning.
- Log in, select the session date and time, and click Submit to register.

Checklist for the Weekly Dealer Order Submission Process

- The Order Workbench Checklist will help dealers build their Preliminary Orders list for the Weekly Dealer Order Submission Process so that:
- They do NOT lose allocation or distributed constraints for the target production period—or TPP.
- Their Placed order configurations match the demand in market areas.
- They increase chances of gaining more allocation or constraints for the TPP.

Get Optimal Results from the Dealer Order Submission Video Series

"Get Optimal Results from the Dealer Order Submission Process" Video Series

This video series describes tools and strategies you can use to manage your vehicle ordering data and get these results from the weekly DOSP:

- Have your orders placed with the configurations you need for your market area.
- Keep the allocation and constraints the system distributed to your dealership for the target production period.
- Gain more allocation or constraints—if they are available—for the target production period.

Allocation / Distribution VILTs starting June 7, 2021

The Center of Learning Team is launching a series of virtual classes to provide dealers an understanding of the allocation and distribution system. The 1-hour session will maximize their inventory potential by breaking down the key components that determine your *earn*. Learn all about available days' supply, how it's formulated, and how you can best strategize success with your dealership team members. Upon completing the session, you will be able to explain:

- | | | | |
|--|---|---|--|
| • Available Day Supply
Calculate it and understand where you rank. | • Consensus
Understand estimated shipments, earn and reporting. | • Dealer Order Submission Process
Prioritize your orders and work the system to pick up extra allocation & constraints. | • Reports
Which reports best help you understand the distribution system and provide accountability. |
|--|---|---|--|



TO ENROLL, VISIT
GLOBAL CONNECT >
ONLINE ENROLLMENT FORMS >
PUBLISHED/CURRENT FORMS >
SLAT WALL ACCESSORIES
PROGRAM



SLAT WALL ACCESSORIES PROGRAM (SWAP)



To help make it easy, GM Accessories is introducing a new program that will get your accessory slat wall looking great all year long with eye-catching personalization options that will help you present accessories to every customer, every time.

The Slat Wall Accessories Program from General Motors is a subscription service. All Chevrolet, Buick and GMC dealers are eligible to participate. Participation is voluntary and optional.

2021 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 your MDAC member below.

2021 GM MINORITY DEALER ADVISORY COUNCIL

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Co-Chair



MINORITY DEALER DEVELOPMENT
MINORITY DEALER ADVISORY COUNCIL

Jan 2021