

gm minority dealer development AUTOCONNECT

Q1,2023

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As I write this message, I look back at our recent meetings in Dallas, Texas and Palm Beach Gardens, Florida and would like to thank the Minority Dealers for their attendance and most importantly their input.

Your Minority Dealer Advisory Council heard that the dealers who are wanting to keep their dealership and succession planning within their family members are asking for our meetings to involve their children so that the networking goes beyond the Dealer Principal/Owner and onto our next generation. Jackie Vessel, Carlos Latour, Shana Eastern, Alex Warren, Alicia Boggs and Del Dobbs-Longs listened and are now doing just that.

Our meeting in Orlando, Florida that is scheduled for August 7th - 11th, will be a meeting that will accommodate our 20 group meeting per usual and will also offer time for our next generation to learn with some time for fun as well. For those that just want to fly in and attend their 20 Group and keep it all business, that agenda can be met and for those who wish to bring their families and do networking above and beyond the 20 Group meetings, that will be available too.

Some of our members voiced opinions regarding our vendors that we use and we had a 'live' vote on this action. Carlos Latour, and his teams along with your fellow dealers, Jenell Ross, Josh Ferraez, Ryan Cole as well as myself, attended virtual Stand up presentations from NADA, NCM and CDK the last week in March 2023. NCM was selected to manage the Minority Dealer 20 Group meetings starting July, 2023 and will be on site during our Summer meeting in Orlando, Florida. NADA will fulfill their contract until June 30.

We still have a list of other items that were brought up at our Dallas meeting and we will continue to work on them and keep you updated as we make progress on your behalf. Please click on our MDD Global Connect App for updates posted.

We thank you for your hard work that continues on a day to day basis that keeps our GM Minority dealers performing head and shoulders above GM non-Minority dealers and ask that you continue to do so.

Diane Pajouh,
MDAC Co-Chair



October 20, 2022 - Minority Dealer Council Meeting, GM Design Center, Warren, MI
Left to right: Bill Perkins, Peter Ngo, Barry Carver, Eric Stuteville, Leo Portaluppi, Diane Pajouh, Cedric Patton, Patrick Decuir, Charles Winton, David Ferraez, Todd Ingersoll

Save the Date

ORLANDO, FLORIDA
August 7-11, 2023
Hilton Orlando

Registration Coming,
MAY 2023



DEALER HIGHLIGHT: Automotive News

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Corina Diehl — Owner of
Diehl Automotive Group

Pittsburgh body shop generates revenue for Diehl Auto Group

Diehl Automotive Group built a 26,000-square-foot collision repair facility in 2019 and ever since it opened, revenue has grown by double digits.

Several years ago, Corina Diehl — owner of Diehl Automotive Group — decided to roll the dice and build a 26,000-square-foot standalone collision center in Pittsburgh.

The final cost: About \$2.5 million.

The calculated gamble has turned into a smashing success. Since the Diehl Collision Center opened in October 2019, annual revenue has increased by double-digit percentages, despite the pandemic, which hit full force soon after its opening, Diehl said.

In 2020, the first full year of operation, the center generated an average of \$243,000 in sales per month. In 2021, average monthly revenue rose to \$326,000 — a 34 percent increase compared with 2020. In 2022, average monthly revenue increased to \$412,000 — about a 26 percent jump over the 2021 figure, Diehl said.

The center already is booked out for repairs through midsummer, she added, as are six other collision-repair facilities owned by the auto group, which operates 21 stores in Pennsylvania and Ohio.

“*It's been crazy,*”

Diehl told Automotive News.

“*I would say the center has exceeded our expectations.*”

The collision center's success offers a blueprint for dealers interested in developing new revenue streams and diversifying into services with high profit margins. There's not much competition from other dealers for collision-repair services. Only about 35 percent of the 16,752 franchised dealerships nationwide do bodywork, according to the NADA Data 2022 midyear report.

The collision center benefits the auto group in other areas as well. For starters, the dealerships can sell parts to the collision centers. While Diehl couldn't pin down the revenue generated by selling parts to the repair centers, she said there is no doubt that overall parts sales have increased significantly as a result.

In addition, the collision centers serve as a springboard to new-car sales. "We've already had about 30 cars declared total losses this month," Diehl said in January. "So that's 30 people who we can introduce to our salespeople and try to sell them a new car."



**READ
MORE** 



ARE YOU MAXIMIZING YOUR TECHNICIAN CAPACITY

Ask any dealer about their most significant challenges, and you will likely hear about how hard it is to find and keep high-quality service technicians. However, when it comes to profitability, we should ask, “Are you maximizing your technician capacity?”

Profitability in a service department starts with generating revenue. We generate revenue by billing hours at our effective labor rate. Our effective labor rate is the actual rate we are collecting on billed hours. To improve profitability, we must first focus on maximizing our billable hours.

I was in Florida at a top-volume dealer meeting one winter when it was snowing in my hometown of Washington, DC. A fellow dealer commented that at least he will have the vehicles to sell tomorrow. A restaurant completely loses that day because a customer won’t come in the next day and buy two meals. The dealer didn’t think about the hours lost in his service department.

According to NADA guides, a regular line flat-rate technician (not including quick lube or oil technicians) should be able to bill at least 125% of the hours available. If a technician works an eight-hour day (available hours do not include vacation or training), they should be able to bill at least 10 hours. Every dealership I have reviewed has at least one or more technicians who bill more than 10 hours daily. However, when we look at total shop technician proficiency, most operate below 100%.

- Technician availability (minus vacation/training) - 1,920 hours/year
- Technician at 125% proficiency = 2,400 hours/year
- Technician at 95% proficiency = 1,824 hours/year
- If your effective labor rate is \$125/hour, the tech that runs at 95% is costing the dealership \$72,000 a year in lost revenue.
- Does your shop have ten techs? = \$720,000

If our average vehicle inventory runs about \$50,000/car, then we are losing the equivalent of 14 vehicles a year. What would the outrage be among owners on missing 14 vehicles from their inventory? Do we have the same outrage at losing \$720,000 of technician billable hours? We can’t see or touch the hours, so the loss goes unnoticed.

We need to focus on technician hours billed every day! If management focuses on the hours, the entire service department will follow and focus on the hours. We worry if a technician is 10 minutes late clocking in, but we don’t focus as much on the fact they are only billing 7 hours per day. Many factors are critical to improving technician proficiency, but it must start first and foremost with management making it a priority and holding the technicians accountable.



Donald J. Hopper, CPA Dealership Management Consultant NADA 20 Groups NADA 20 Groups | Tyson’s, VA 269.994.3987 | dhopper@nada.org



Congratulations

2022 DEALER of the YEAR



- CAMINO REAL CHEVROLET, MONTEREY PARK, CA
- THE ANCIRA-WINTON CHEVROLET, INC., SAN ANTONIO, TX
- RYDELL CHEVROLET, NORTHRIDGE, CA
- ESTERO BAY CHEVROLET, ESTERO, FL
- BOMNIN CHEVROLET DADELAND, MIAMI, FL
- BOMNIN CHEVROLET WEST KENDALL, MIAMI, FL
- DAN CUMMINS CHEVROLET-BUICK, INC., PARIS, KY



- CAVENDER BUICK GMC , SAN ANTONIO, TX
- BRICKELL BUICK & GMC, MIAMI, FL
- DAN CUMMINS BUICK, INC., PARIS, KY
- SOUTH TEXAS BUICK-GMC, MCALLEN, TX



- SIMPSON BUICK GMC OF BUENA PARK, BUENA PARK, CA
- VERA CADILLAC, PEMBROKE PINES, FL



CONGRATULATIONS!

NEW 2023 MOTORS HOLDING ALUMNI

FEBRUARY, 2023

TODD WENZEL, DEALER

**TODD WENZEL BUICK GMC OF WESTLAND, INC.
WESTLAND, MI**

Q1, NEW MINORITY DEALER DEVELOPMENT (MDD) DEALERS



- **Davinder S. Gill**, Gill Chevrolet, Kerman, CA
- **Nadia Bical**, Bical Chevrolet, Valley Stream, NY
- **Jarryd Carver**, Winners Circle Chevrolet Buick GMC, Franklin, VA

MDD KEY OBJECTIVES | Q1, 2023 OVERVIEW:

Profitability, Growth and Retention

2023 OBJECTIVES

- 8 Net Minority Appointments
- 20 Vetted and Approved MDD Candidates (4 Per Region)
- Profitability outperform GM Dealers Overall
- Increase MDD DPS scores compared to 2021
- Increase Participation in 20 Groups by 10 new members
- Monthly Variable & Fixed Operations Forums

2023 ACTUAL

- +1 Net Minority Appointments
- 11 New MDD Candidates
 - 153 Total Vetted and Approved
- 90.0% of MDD Dealers are profitable compared to all GM Dealers of 91.5%; NPBBT of \$2,870,700 for MDD Dealers higher than all GM Dealers at \$2,355,654
- MDD DPS Q4 2022: 101.07
MDD DPS Q4 2021: 99.86 
- 20 Group - 2 new members
- Variable | Fixed | Drive Growth Forums
 - MDD | WRN Dealer Call with Cadillac Team
 - May 4th @ 2PM
 - October 26th – time TBD
 - 2 NADA Training Sessions
 - 2 Upcoming NADA Composite Trainings

Q1, CYTD 2023 | TOP 10 MDD DEALERS BY BRAND

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- CYTD Thru March 2023 Retail Sales **47,094**
- **90.0%** of MDD dealers are profitable.
- Avg. NPBB&T of over **\$2.8M, \$500K+** above all GM Dealers.
- Operating Profit above **\$1.2M**
- ROS of **3.92%**
- Sales Volume: **594**
- PVR of **\$2,630**
- Fixed Coverage of **59.7%**



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. Stevens Creek Chevrolet *San Jose, CA*
6. Simpson Chevrolet of Irvine *Irvine, CA*
7. Camino Real Chevrolet *Monterey Park, CA*
8. Rydell Chevrolet *Northridge, CA*
9. Landers McClarty Chevrolet *Huntsville, AL*
10. Taylor Chevrolet *Taylor, MI*



1. South Texas Buick GMC *McAllen, TX*
2. Todd Wenzel Buick GMC *Grand Rapids, MI*
3. Cardinal Buick GMC *Belleville, IL*
4. Dan Cummins Chevrolet-Buick *Paris, KY*
5. Ferguson Buick GMC *Norman OK*
6. Lorenzo Buick GMC *Miami, FL*
7. Brickell Buick & GMC *Miami, FL*
8. Todd Wenzel Buick GMC of Davison *Davison, MI*
9. Alpine Buick GMC *Littleton, CO*
10. Todd Wenzel Buick GMC of Westland *Westland, MI*



1. South Texas Buick GMC *McAllen, TX*
2. Gerry Lane Buick *Baton Rouge, LA*
3. Cavender Buick GMC *San Antonio, TX*
4. Cavender Buick GMC West *San Antonio, TX*
5. Alpine Buick GMC *Littleton, CO*
6. Robert Brogden's Olathe Buick GMC Inc. *Olathe, KS*
7. Casa Buick GMC *El Paso, TX*
8. Jerry Ferguson Buick GMC *Broken Arrow, OK*
9. Dublin Buick GMC *Dublin, CA*
10. Elk Grove Buick GMC *Elk Grove, CA*



1. Vera Cadillac *Pembroke Pines, FL*
2. Cavender Cadillac Company *San Antonio, TX*
3. Central Houston Cadillac *Houston, TX*
4. Wilson Buick GMC *Stillwater, OK*
5. Ocean Cadillac *Miami, FL*
6. Tustin Cadillac *Tustin, CA*
7. Crestmont Cadillac *Beachwood, OH*
8. Simpson Buick GMC of Buena Park *Buena Park, CA*
9. Cable Dahmer Cadillac of *Kansas City, MO*
10. Bomnin Chevrolet *Homestead Homestead, FL*

MDD | Q1, 2023 PERFORMANCE HIGHLIGHTS

MDD dealers delivered 47,094 retail units, representing a 24.8% YOY increase.

2022 U.S. Fourth Quarter and Full-Year Sales ...

2022 Sales Highlights:

- General Motors sold 623,261 vehicles in the U.S. during the fourth quarter, up 41% year over year, based on strong customer demand.
- U.S. total sales increased 3% year over year, selling 2, 274,088 vehicles in 2022.
- Full-size pickups, midsize pickups and full-size SUVs accounted for 1.1 million vehicles sold.

Notable Growth in Q4 and 2022:

- Chevrolet- Up 43% in Q4; 6% in 2022
- Cadillac- Up 75% in Q4, 14% in 2022
- GMC-Up 42% in Q4, 7% in 2022
- Fleet- Up 101% in Q4, 44% in 2022

Notable Brand Highlights:

- Chevrolet
 - Bolt EV and Bolt EUV delivered best sales year ever
 - Bolt EV earned highest mix of buyers under the age of 36 among EV competitors
 - Colorado sales up 22%, Equinox up 28% in 2022
- Cadillac
 - Escalade leads second place competitor by 6 points of retail share in 2022
 - CT5: best sales year ever, with momentum from CT5-V Blackwing
- GMC
 - GMC earned record retail market share at 3.8%, bolstered by best-ever Sierra retail segment share (J.D. Power)
 - GMC No. 1 premium truck brand: 201,966 units sold at retail in Denali or AT4 trim; 46% of GMC sales
 - GMC Canyon sales up 15%, Terrain sales up 82% in 2022
- Fleet
 - Fleet accounted for 21% of the sales mix
 - Best year for commercial deliveries since 2006
 - Best-ever full-size and midsize pickup sales to commercial and government customers
 - Sales to small businesses up 20% in 2022
- BrightDrop
 - BrightDrop expanded internationally with DHL Express Canada as its newest customer



DIANE PAJOUH
CO-CHAIR

Term: 2022-2024

(Hispanic)
Western Region
Courtesy Buick GMC Cadillac
Chico, CA 95973
Office: 530.345.9444
Cell: 559.281.7133
pajouh@me.com



DAVID FERRAEZ
VICE-CHAIR

Term: 2022-2024

(Hispanic)
Northeast Region
Green Brook Buick GMC
Green Brook, NJ 08812
Office: 732.752.3000
Cell: 908.334.9348
dbferraez@gmail.com



BILL LYNCH
GMMDA CHAIR

Term: 2022-2024

(Asian)
Southeast Region
Lynch Auto Group
Jacksonville, FL 32216
Office: 225.366.7962
Cell: 904.545.9023
bylynch@lynchauto.com



LEO PORTALUPPI
FORMER CO-CHAIR

Term: 2023-2025

(Hispanic)
North Central Region
Chevrolet of Columbus
Columbus, IN 47201
Office: 812.645.5100
Cell: 832.347.5928
leo@P4auto.com



BARRY CARVER

Term: 2022-2024

(Native American)
Southeast Region
Serra of Nashville
Nashville, TN 37115
Office: 615.851.8000
Cell: 731.467.1054
barry.carver@serranashville.com



PATRIC DECUIR

Term: 2022-2024

(African American)
Northeast Region
The DeCuir Group
Washington, PA 15301
Office: 724.222.2800
Cell: 615.430.7256
zipp1229@comcast.net

2023 **gm** Minority Dealer Advisory Council

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TODD INGERSOLL
GM Dealer Executive Board

Term: 2022-2024

(Hispanic)
Northeast Region
Ingersoll Auto
Danbury, CT 06810
Office: 203.730.5766
Cell: 203.868.1278
todd@ingersollauto.com



PETER NGO

Term: 2022-2024

(Asian)
Western Region
Tustin Cadillac
Tustin, CA 92782
Office: 866.861.7452
Cell: 310.590.6555
peterngo@tustincadillac.com



CEDRIC PATTON

Term: 2023-2025

(African American)
South Central Region
Gerry Lane Buick GMC
Baton Rouge, LA 70876
Office: 225.926.7010
Cell: 225.413.2397
cedric.patton@gerrylane.com



WILLIAM PERKINS

Term: 2022-2024

(African American)
North Central Region
Taylor Chevrolet Inc
Taylor, MI 48180
Office: 734.228.8914
Cell: 313.505.1514
bp@taylorchevy.com



STEVE SONG

Term: 2023-2025

(Asian)
Western Region
FH Dailey Chevrolet
San Leandro, CA 94577
Office: 510.351.5800
Cell: 408.472.9608
steve.song@fhdailey.com



ERIC STUTEVILLE

Term: 2023-2025

(Native American)
South Central Region
Stuteville Chevrolet
Durant, OK 74701
Office: 580.920.1800
Cell: 580.889.0127
eric@stutevillechevrolet.com



CHARLES WINTON

Term: 2022-2024

(African American)
Southeast Region
South Charlotte Chevrolet
Charlotte, NC 28273
Office: 704.551.6400
Cell: 704.968.3667
charleswinton@me.com

gm Additional Dealer Network Contact Information

GM DIVERSITY DEALER DEVELOPMENT TEAM

CARLOS LATOUR

Cell: 508.641.2703
carlos.latour@gm.com

SHANA B. EASTERN

Cell: 301.461.0706
shana.eastern@gm.com

ALICIA BOGGS

Cell: 651.252.9838
alicia.boggs@gm.com

ALEX WARREN

Cell: 313.682.0151
alex.warren@gm.com

DEL DOBBS-LONGS

Cell: 313.378.9065
del.dobbs@gm.com

MICHELL JOHNSON

Cell: 313.729.8714
michell.johnson@gm.com

GM REGIONAL MANAGERS OF BUSINESS OPERATIONS

NORTH CENTRAL

ALLEN TAMAR

Cell: 630.222.2888
allen.tamar@gm.com

NORTHEAST

TED PFISTER

Cell: 407.319.4621
ted.pfister@gm.com

SOUTHEAST

TROY IRRER

Cell: 914.874.3134
troy.irrer@chevrolet.com

SOUTH CENTRAL

ANDREW J. HAGER

Cell: 248.514.0318
andrew.j.hager@gm.com

WESTERN

TIA HARDEMAN

Cell: 203.790.3728
tia.hardeman@gm.com

