

gm minority dealer development

AUTOCONNECT

Q2,2023

MDAC
MESSAGE

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GREETINGS FROM YOUR MDAC COUNCIL :

It is an exciting and challenging time to be a GM dealer and a part of the council. It is also a privilege to work with Diane and the rest of the council.

Great communications and transparency are vital to growing our minority dealer body, improving our NV sales, and continuing to outperform the majority dealer body with profitability.

Your council is committed to assisting all minority dealers in all phases of dealership operations. If you are struggling or just want to improve your business please take advantage of your council and the NCM 20 groups available to you.

I would like to thank Carlos Latour for his years of service to MDD, his leadership, and his friendship in leading us. We wish him the very best for himself and his family in the next phase of life.

David Ferraez

Vice Chair, 2023 Minority Dealer Advisory Council
President,
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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

March 11-13, 2024

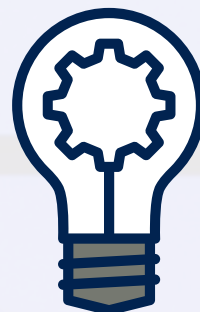
2024 Winter Minority Dealer Business Meeting



HOTEL DEL
CORONADO

1500 Orange Ave, Coronado, CA 92118

ENROLLMENT OPEN NOVEMBER, 2023



A DEALER MAKING BDC CALLS

Best Ideas are often well-thought-out processes that don't require much investment or a commitment to a new vendor, just good efforts done the right way with some very good results at the store. One of the recent winning ideas came from an engaged Dealer that had developed a Service BDC follow-up system. They have been using the process for over 3 years with great success.

Each day the BDC pulls the list of all ROs closed the previous day and makes follow-up calls. They are speaking with about half of all the customers and find that 90% are happy with the dealership and the service they received. Any unhappy customers get a call from the Dealer, not the Service Manager or the BDC Manager but the Dealer.

The Dealer said he only gets about 3% of their customers to call monthly. He stated that he consistently has customers shocked that the Dealer was calling, and most downplayed their issues once they found out the Dealer cared enough to call and follow up.

Some issues needed work to correct, but the customers have gladly allowed them to fix the problem and are satisfied customers. Their CSI in Service is top in their district, and he said many would end up discussing trading vehicles or asking about new products once they know the Dealer cares. Complaints have dropped way down, and now he has the BDC also doing follow-up calls to customers that dropped their vehicles off for service at night by calling them just after 8:00 am to let them know they have received the car and service will follow up with them later that morning.

The results are happier loyal customers, great CSI, repeat customers, and fewer problems, something we all want to build into our culture.



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**READY.
SET.
excel!**

INVEST IN YOUR CAREER



Center of Learning has launched a course for Sales

Consultants new to their role within the last 1–2 months. Sales Consultants and Managers, come see what it's all about at the official launch of this new virtual classroom training!

This live training session will supplement the new hire training provided by your dealership. It covers automotive fundamentals, sales competencies, brand essentials, GM resources and more. The training includes relevant, real-world information and skills to prepare new Sales Consultants for a successful and rewarding automotive career, not just a job.

The Sessions are hosted on the second and third Wednesday of every month at 12:00 - 1:30 p.m. EST.

We hope to see you there – click [HERE](#) to enroll!

READY, SET, EXCEL! TEAM



CONGRATULATIONS!

NEW 2023 MOTORS HOLDING ALUMNI

MAY, 2023

PATRICK DECUIR, DEALER

RIVERVIEW AUTOMOTIVE GROUP, INC.
NORTH HUNTINGDON, PA

Q2, NEW MINORITY DEALER DEVELOPMENT (MDD) DEALERS



- **Luiz Alaniz, Jr. ,** UValde Chevrolet, Uvalde, TX
- **Vikas Mehandroo,** Aaron Chevrolet, Lake Elsinore, CA
- **Dorian Jimenez,** Classic Chevrolet NW EXPY, Oklahoma City, OK
- **Chanh Nguyen,** GMC of Dodge City, Dodge City, KS
- **Shelby L. Longoria,** South San Antonio Buick GMC, San Antonio, TX

MDD KEY OBJECTIVES | Q2, 2023 OVERVIEW:

Profitability, Growth and Retention

2023 OBJECTIVES

- 7 Net Minority Appointments
- 20 Vetted and Approved MDD Candidates
(4 Per Region)
- MDD Profitability outperform GM Dealers Overall
- Increase MDD DPS scores compared to 2022
- Increase Participation in
 - 20 Groups by 10 new members
 - Quarterly Variable & Fixed Operations Forums

2023 ACTUAL

- +7 Net Minority Appointments
- 15 New MDD Candidates
 - 153 Total Vetted and Approved
- 93.3% of MDD Dealers are profitable compared to all GM Dealers of 93.9%; NPBBT of \$3,131,286 for MDD Dealers higher than all GM Dealers at \$2,507,609
- MDD DPS Q1 2023: 99.02
MDD DPS Q1 2022: 99.17 
- 20 Group - 5 new members
- Variable | Fixed | Drive Growth Forums
 - 3 NADA Training Sessions
 - 2 Cadillac Leadership Sessions

Q2, CYTD 2023 | TOP 10 MDD DEALERS BY BRAND

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- CYTD Thru June 2023 Retail Sales **99,765**
- **93.7%** of MDD dealers are profitable.
- Avg. NPBB&T of over **\$3.0M, \$500K+** above all GM Dealers.
- Operating Profit above **\$1.4M**
- ROS of **4.19%**
- Sales Volume: **622**
- PVR of **\$2,682**
- Fixed Coverage of **60.5%**



1. Bomnin Chevrolet West Kendall *Miami, FL*
2. Bomnin Chevrolet Dadeland *Miami, FL*
3. The Ancira-Winton Chevrolet *San Antonio, TX*
4. Dan Cummins Chevrolet-Buick *Paris, KY*
5. Simpson Chevrolet of Irvine *Irvine, CA*
6. Victorville Chevrolet *Victorville, CA*
7. Taylor Chevrolet *Taylor, MI*
8. Camino Real Chevrolet *Monterey Park, CA*
9. Rydell Chevrolet *Northridge, CA*
10. Stevens Creek Chevrolet *San Jose, CA*



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



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



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

GM CONFIDENTIAL

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Meet our NEW Management Team



TIA HARDEMAN, DIRECTOR, comes to the Dealer Diversity Team with 28 years of automotive experience. Field experience dominated the first half of Tia's GM career as she has represented all GM brands as a District Sales Manager in multiple markets in rural and metro areas. Most recently, Tia comes from GM's West Region where she served as Regional Manager Business Operations. Prior to her brief stint in California, Tia had multiple leadership roles in the Northeast Region in Field Operations Management and Dealer Network. Tia's time in the Northeast prepared her for the role as her work was consumed with identifying and vetting minority and women candidates for opportunities in the region. Tia's most fulfilling work in the Northeast Region was in appointing minority candidates to key locations in the Pittsburgh, Washington, D.C., North New Jersey, and New York metro markets. Tia looks forward to supporting the MDD dealers in her new role.



JENIFER SCHMIT, SENIOR MANAGER, joins Dealer Diversity from Chevrolet's Retail Marketing team. While at Chevrolet she led the Go-To-Market Strategy across all of the agencies collaborating with the sales and regional field teams. She is most proud of the Dealer Digital Advisory Board which she co-chaired. This was one of the most influential boards she had worked with. During this time, she was able to make long lasting change within the organization including transforming Chevrolet's Digital reporting through the introduction of a new digital dashboard as well as piloting and testing new initiatives and tactics to optimize the digital spend for the LMAs and dealer partners. She joined Chevrolet after working in Customer experience at Cadillac as well as a jaunts at Honda, Ford and Lincoln.

MDD | Q2, 2023 GM PERFORMANCE HIGHLIGHTS

Q2 Highlights:

- General Motors sold 691,978 vehicles in the U.S. including 15,642 EVs
- Second-quarter sales increased 19%: retail up 15% and GM Envolv (Bright Drop and Fleet) up 34%
- All GM brands earned double-digit sales growth – Chevrolet up 17%, Cadillac up 15%, Buick up 48% and GMC up 18%
- GM Envolv was No. 1 in total fleet sales and had its best commercial sales year-to-date since 2007
- The second quarter total U.S. industry SAAR was an estimated 16 million
- Incentives and inventory remained flat compared to the first quarter

First Half Highlights:

- General Motors sold 1,295,186 vehicles in the U.S. including 36,322 EVs
- Sales increased by 18% for the 4th consecutive quarter of retail share growth
- GM is on track to expand truck leadership with 581,114 pickups and full-size SUVs delivered
- GM earned #1 in J.D. Power's 2023 U.S. Initial Quality Study for the second consecutive year
- The Chevrolet Trax continues to fill the void left by Honda, Toyota and Ford in the small SUV segment with more than 50% of sales being conquest customers.
- More than half of all GMC Sierra HD, LD, Canyon, Chevrolet Colorado, Tahoe and Suburban sold were premium trims



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2023 **gm** Minority Dealer Advisory Council

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