

gm minority dealer development AUTOCONNECT

Q3,2023

MDAC
MESSAGE

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GREETINGS FROM YOUR MDAC COUNCIL :



Coming off of the successful MDD meeting in Orlando, Florida, it is amazing to see that with 3 large changes, our Executive Team was able to orchestrate the events and meetings successfully. We had 1.) 5 of the 7 MDD Executive Team retire or get promoted to another position, 2.) Moved the moderators from NADA back to NCM and 3) added in the Lineage Program for our next generation of dealers. Three large changes, solid attendance and a success. A large Thank You to the MDD Executive Team for all of their hard work in making the event a success and sending Carlos Latour's highly impactful career off in style. I think Carlos was genuinely surprised! Our next meeting is scheduled in San Diego at the Hotel Del Coronado from March 11 - 13, 2024 and we look forward to seeing everyone there.

Hopefully by the time this Newsletter hits your inbox we are out of the strike. Due to the strike, the MDD Council decided to postpone our meetings with both Senior Executives and Mary Barra. We have all of the input and questions from the Survey that we had prepared to review with them and will rework and update those questions as we get our next dates on the calendar with them. In the interim, please continue to email and phone us with any issues that are on your mind.

I'd like to thank David Ferraez for his insight and direct input that he has on our Council and serving this year with me. It is a pleasure to serve on this Council with some of the best dealers that are in the business.



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

We thank you for your hard work that continues on a day to day basis that keeps our GM Minority Dealers performing above GM non-Minority dealers. The high level of performance is what keeps GM Minority Dealer Network at the forefront allowing us to grow. As we evolve through the new challenges that keep coming at us, it is important to continue to develop our people and processes. Here's to ending Q4 strong!

Diane Pajouh, MDAC Co-Chair

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

DEALER HIGHLIGHT:

2023, MDD celebrates 51 years of developing African American, Asian, Hispanic and Native American minorities for future dealership ownership opportunities. Today, minority dealers are among the most successful in the General Motors network. This Quarter we introduce you to Dorian Jimenez

At Classic Chevrolet OKC, the motto is "Relax, Enjoy The Difference," and it's a reflection of the incredible journey of Dorian Jimenez and his wife, Lilly Jimenez. Together with their business partner, Tom Durant, they are the proud owners of their first Chevrolet dealership.

Dorian's story begins uniquely; he was born at Osan Air Force Base in South Korea while his father was serving in the US Air Force. Dorian is a double minority, being of Mexican-Korean heritage, and has spent the last 50 years of his life in Texas. Lilly, on the other hand, is a refugee who escaped from Vietnam. Despite their different backgrounds, they both attended St. Mary's University in San Antonio, Texas, and earned Pre-Med degrees.

While Lilly pursued a career in the corporate world, Dorian embarked on a path toward becoming a Maxillofacial surgeon. Unfortunately, his journey took an unexpected turn when his father was diagnosed with cancer. Dorian had to quit school to support his family. Their love story is a testament to commitment, as Dorian and Lilly have been married for 27 years. Dorian eventually found his calling in the car business, beginning at Lute Riley Honda in Texas, where they achieved the title of the nation's top Honda dealer. Remarkably, 10 individuals from that dealership went on to become automotive dealer owners.

Dorian's career continued to rise as he transitioned to David McDavid Acura, where he became the General Sales Manager, leading them to become the nation's top Acura dealer. He then ventured into the luxury car segment, serving as the Sales Director for Park Place Lexus & Mercedes. Here, he contributed to winning the Malcolm Baldrige National Quality Award.

Taking a leap of faith, Dorian and Lilly opened their own business, the Dorian Jimenez Allstate Insurance Agency. Their dedication to philanthropy caught the attention of Allstate, and Dorian became a National Spokesperson, successfully securing \$2 million in donations to help combat domestic violence.

After four years away from the car business, Lilly convinced Dorian to reach out to Tom Durant, the owner of Classic Chevrolet in Texas. In 2019, Dorian reentered the automotive industry as a manager and quickly rose through the ranks, becoming the General Sales Manager at Classic Chevrolet Grapevine. During his time there, he revitalized the dealership's motto, "Relax, Enjoy The Difference," and achieved impressive sales numbers, selling over 9,000 vehicles annually.

Their commitment to community engagement continued, including hosting charity and community events to foster a family atmosphere. Dorian served on the Southlake Chamber of Commerce Board of Directors and assisted with the Tom & Susan Durant Foundation's efforts to donate over \$5 million to local charities.

Dorian's journey reached a pinnacle at NAMAD in 2022 when he prayed for the opportunity to become a dealer. Unexpectedly, his dream came true, and he and Lilly were able to purchase a Chevrolet dealership in OKC. In their first month, they turned a healthy profit, and by their third month, they had achieved 122% of their sales objectives. They are now the Official Chevrolet Sponsor of OU Football and have started contributing to their local community.

After attending NAMAD in 2023, they are excited about Lilly's journey to become a dealer herself. Their story serves as an inspiring reminder to never give up, dream big, and outwork everyone while making a meaningful impact on the community.



Dorian Jimenez





Industry KPI Reports for Informed Dealership Decision-Making

Make the most of your fixed and variable operations metrics with our automotive KPI reports. Our comprehensive Benchmark data provides you with the necessary key performance indicators to measure against your operational data and make more informed decisions.

Fixed Operations: Key metrics for service departments, parts and accessories departments, and collision centers.

Variable Operations: Averages for sales and gross profit, controllable expenses, UV asset management, employee productivity, and e-commerce.



[Click Here](#) or scan the QR code to download the latest KPI reports for domestic, import, and luxury franchises.





CONGRATULATIONS!

NEW 2023 MOTORS HOLDING ALUMNI

AUGUST, 2023

SEBASTIAN JUNG

AUTO GALLERY BUICK GMC
LAGRANGE, GA

SEPTEMBER, 2023

JORDAN WRIGHT

QUALITY AUTOMOTIVE GROUP, INC.
OLD BRIDGE, NJ

Q3, NEW MINORITY DEALER DEVELOPMENT (MDD) DEALERS



- **STEPHEN L. HILL**, Oakes Buick GMC, Kansas City, MO
- **ROBERT ROMERO**, Legacy Chevrolet GMC of Waxahachie, Waxahachie, TX
- **HAMED G. SAID**, Novato Chevrolet, Novato, CA
- **ROBERT L. BROGDEN, JR.**, Robert Brogden's Garden City GMC, Garden City, KS
- **LEONARD J. HERNANDEZ**, Iron Oak Chevrolet, Creedmoor, NC

MDD KEY OBJECTIVES | Q3, 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

- **+10** Net Minority Appointments
- 25 New MDD Candidates
✓ 161 Total Vetted and Approved
- 91.5% of MDD Dealers are profitable compared to all GM Dealers of 94.3%; NPBBT of \$3,052,982 for MDD Dealers higher than all GM Dealers at \$2,564,693
- MDD DPS Q2 2023: **101.03**
MDD DPS Q2 2022: 99.79 
- 20 Group - 8 new members

Q3, CYTD 2023 | TOP 10 MDD DEALERS BY BRAND

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- CYTD Thru September 2023 Retail Sales **146,854**
- **91.5%** of MDD dealers are profitable.
- Avg. NPBB&T of over **\$3.0M, \$480K+** above all GM Dealers.
- Operating Profit above **\$1.4M**
- ROS of **4.04%**
- Sales Volume: **641**
- PVR of **\$2,614**
- 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. Rydell Chevrolet *Northridge, CA*
8. Taylor Chevrolet *Taylor, MI*
9. Miami Lakes Chevrolet *Hialeah, FL*
10. Camino Real Chevrolet *Monterey Park, CA*



1. Cardinal Buick GMC *Belleville, IL*
2. Todd Wenzel Buick GMC *Grand Rapids, MI*
3. Todd Wenzel Buick GMC of Westland *Westland, MI*
4. South Texas Buick-GMC *McAllen, TX*
5. Dan Cummins Chevrolet-Buick *Paris, KY*
6. Lorenzo Buick GMC *Miami, FL*
7. Todd Wenzel Buick GMC of Davison *Davison, MI*
8. Ferguson Buick GMC *Norman OK*
9. Cavender Buick GMC *San Antonio, TX*
10. Cavender Buick GMC West San Antonio *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. Gerry Lane Buick *Baton Rouge, LA*
5. Alpine Buick GMC *Littleton, CO*
6. Casa Buick GMC *El Paso, TX*
7. Dublin Buick GMC *Dublin, CA*
8. Robert Brogden's Olathe Buick GMC *Olathe, KS*
9. Jerry Ferguson Buick GMC *Broken Arrow, OK*
10. Todd Wenzel Buick GMC *Grand Rapids, MI*



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

MDD | Q3, 2023 GM PERFORMANCE HIGHLIGHTS

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Q3 Sales Results:

- General Motors sold 674,336 vehicles in the U.S., earning almost a full point of market share
- Third-quarter total sales increased 21%: retail up 16% and GM Enclave sales up 47%
- All of GM's brands grew: Chevrolet up 21%, Cadillac up 6%, Buick up 54% and GMC up 19%
- GM EV sales increased 28% compared to the second quarter, driven by strong customer demand and increasing production
- GM earned its 92nd consecutive quarter of truck industry leadership (includes full-size pickup, midsize pickup and full-size SUV sales)
- The third quarter estimated light vehicle U.S. industry total SAAR was 15.5 million

Q3 Highlights:

- Full-size pickups had the best year-to-date sales since 2007
- Chevrolet Silverado and GMC Sierra combined sales were up 29%, supporting 7 consecutive quarters of industry leadership
- Chevrolet and Buick's combined small SUV retail share is #1 in the segment and the highest ever at 44%, with 103,479 units sold this quarter
- GM Enclave is #1 in total fleet sales, #1 in the commercial market and fleet conquest sales increased 35%

gm diversity dealer relations

Meet our NEW Managers



KRYSTAL TEAMER, DEALER PERFORMANCE MANAGER, joins Dealer Diversity with 20 years of experience in the automotive industry including GM, Credit Acceptance and Ford. Most recently, the last 11 years in GM's Dealer Contractual Group (DCG) as a Senior Contractual Manager where she processed dealer change proposals including buy/sells, relocations, Dealer Operator changes and ownership changes for all 5 regions during her tenure including work with the Mega and Public dealer companies. She was also pivotal in the training of new Contractual Managers and the development of training guides to help improve processes. Krystal was a top performer year over year and cultivated many relationships with the dealers, Dealer Organization Managers, GM Legal and regional personnel.



MEGAN WIGLEY, CANDIDATE PORTFOLIO RETENTION MANAGER, joins Dealer Diversity from Customer Care and Aftersales at General Motors. While at Customer Care and Aftersales, Megan's ultimate focus was driving Parts Sales, Service Lane Processes, BDC Processes and Dealer Profitability. Megan covered several districts in the field, as a District Manager Aftersales in Evansville, Indiana, Seattle, Washington and thereafter. Megan helped drive dealer profitability by building relationships and working closely with her dealerships developing processes to improve customer experience and retention. Her efforts led to growth in retention and parts sales in both districts. In 2019, Megan joined the Central Office team as the Business Communications and Marketing Planner where she supported both the General Motors Aftersales Communications team and Marketing team in coordinating customer communications, leadership meetings and was instrumental in leading the launch of the all-new Marketing app on GlobalConnect.



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