

Toyota Launches Diversity Program; Appoints Black Dealers



Tony Merritt



Ray Dixon



Dorian Boyland



Edward Fitzpatrick

Toyota Motor Sales, U.S.A. recently announced the establishment of a new, company-wide dealer diversity program along with the selection of four additional African-American dealers. That brings the total number of African-American Toyota dealers to 14. There is also one African-American Lexus dealer in the country.

The diversity program creates several initiatives including: Enhanced outreach and candidate recruitment; a plan to create new opportunities for minorities and women dealer candidates; financial assistance; hands-on training in mentor dealerships and an increase in diversity staff representatives to both the Toyota and the Lexus Dealer Councils.

The four new African-American dealers will manage sites on the West Coast. They are: Edward Fitzpatrick with Lexus Valley in Modesto, Calif.; Dorian Boyland with Redding Toyota in Redding, Calif.; Tony Merritt with Superstition Toyota in Mesa, Ariz. and Ray Dixon with Family Toyota in San Juan Capistrano, Calif.



Donated Freightliner fire rescue vehicle.

Daimler-Benz Donates Fire Truck To Washington, D.C.

Daimler-Benz, maker of the Mercedes luxury brand car, recently donated a Freightliner fire/rescue vehicle to the District of Columbia Fire Department. Former D.C. Fire Chief Otis Latin accepted the goodwill gesture from Daimler-Benz Chairman Juergen Schrempp. "This is our way of saying thank you America for your business and support," Schrempp said of the gift.

General Motors Hires Black Ad Agency

General Motors' Oldsmobile division has retained E. Morris Communications, Inc. as its African-American advertising agency of record. Chicago-based E. Morris was selected to implement and execute Oldsmobile's African-American diversity marketing program.

"Our ability and in-depth understanding of the marketplace plays an integral role in developing the Oldsmobile diversity marketing program," said Eugene Morris, president and CEO. E. Morris' services include advertising, market analysis, strategic planning and event management.

Founded in 1987, E. Morris celebrates its 10th anniversary this year as Oldsmobile marks a century in business. According to Ella Britton, Oldsmobile's account manager, the car company's new ad campaign will kick off early next year.

CORRECTIONS

BMW offers traction control as a standard feature. It was incorrectly reported in the Urban Pick chart for the Summer 1997 issue that it was an option.

Jim Farmer is Saturn Corporation's vice president of corporate communications. He was incorrectly identified in Who's Who in the Summer 1997 issue as Jerry Farmer.

Marc Battle

Pamela Rodgers
GM Dealer



"General Motors believes in my goals as strongly as I do."

"Being a successful woman in what's seen as a 'man's world' is quite an accomplishment. What makes it important is sharing that success. General Motors believes that as strongly as I do.

With GM training, I have the know-how to run a successful car dealership; and I have something else...an opportunity to show young minority women that they can be successful too.

Who said it's a 'man's world'?"

GM General Motors

We Never Forget Whos Driving

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC