

Minority Dealers Association Execs Speak Out

This year is going to be a rough year for all auto dealers, but particularly so for minority-owned dealerships. All of the associations represent African-American, Native American, Hispanic, Asian and other ethnic minorities. Representatives of the four major dealer associations responded to the question: what is the biggest challenge facing your association this year?

National Association of Minority Automobile Dealers

8401 Corporate Dr., Suite 405
Lanham, MD 20785
301-306-1614
www.namad.com

President: Sheila Vadon-Williams

Representing 500 members



"We are trying to figure out how we can readjust the automobile retail network to mirror its customer base in America. Across the country, state and metro associations are seriously undermining the efforts of dealer development programs, which is the primary vehicle for diversity inclusion in the auto

industry. We challenge those states and metro associations to present in writing to NAMAD their diversity program."

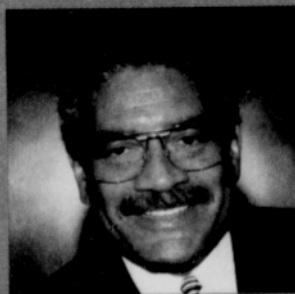
Another misperception is that we don't represent all ethnic minorities -- we do. We will continue to fight every day for viable opportunities for all ethnic minorities in the automotive business. In fact, we have mechanisms in place to meet with dealers on a quarterly basis. So, we will continue to address critical concerns. It's a healthy exercise, and going through this process will only help NAMAD.

Ford Motor Minority Dealer Association

(formerly Ford Lincoln Mercury Minority Dealer Association)
16000 West Nine Mile Rd., Suite 603
Southfield, MI 48075
248-557-2500

Executive Director: Robert A. Hill

Representing 381 members



"The market is down and the inventories are beyond belief. Sales have been soft since mid-October. Dealers are going out of business. There is a program under foot now at Ford to give dealers an opportunity to resign and get their investment back. That doesn't resolve the problem. They did not choose this

business to resign. Our challenge is to minimize the number of minority casualties in a depressed market."

General Motors Minority Dealer Association

29433 Southfield Rd., Suite 210
Southfield, MI 48076
248-552-9040
www.gmmda.org

Executive Director: Marjorie Staten

Representing 119 dealers



"We have a number of dealers in an impaired condition operating in a softening market. We anticipate not being able to save some dealers who can't survive this year. There are stringent requirements that dealers have to meet in GM's dealer development program. It is not flexible. If the investing partner does not get

a certain return on investment in a time frame it specifies, then they will take your dealership. There is no fair process to take a dealer out. We are already seeing casualties from this. This is a trying year for us."

DaimlerChrysler Minority Dealer Association

(formerly Chrysler Minority Dealer Association)
1110 West Orangethorpe
Fullerton, CA 92833
714-879-6880

President: Steve Rojas

Representing 117 dealers



"This is a tough year primarily due to the economy. We went from a primarily American culture to a German culture. We've spoken with the new management and they continue to stay committed to the dealer development program. We are more concerned with entry into the import markets, which is dismal.

The imports continue to eat up market share but we aren't getting our share of the pie."