

NETWORK DIVERSITY & DEALER DEVELOPMENT

Mission - To develop a culturally diverse dealer network that represents Chrysler's customer base and the communities that its dealers serve.

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CMDA 20 Group had a very successful launch meeting in Atlanta, GA!

CMDA 20 GROUP

PERFORMANCE INCORPORATED

The CMDA 20 Group successfully held its first 20 Group meeting in Atlanta, GA. This meeting was attended by Minority Dealers from across the country. The dealers met over a 2 ½ day period where they discussed and analyzed the new car department, used car department, Fixed Operations, F & I and Service and Parts.

This meeting allowed those participating to challenge their current operations. In doing so, the dealers shared best practices and even took a sit visit to a local minority operated dealership. It was here where the dealers were really able to roll up their sleeves and provide positive feedback to the dealer.

I look forward to the next meeting and to see where each dealer is tracking against their objectives.



Forgotten Harvest

Saturday, October 16, 2010

Chrysler Group LLC employees and UAW Members gathered this past weekend to assist the less fortunate with meals at Forgotten Harvest. They packed 25,000 pounds of food. This inaugural high-impact service project in Metropolitan Detroit is aimed at combating hunger by working with Forgotten Harvest, a non-profit organization that collects surplus prepared and perishable food for donation to emergency food providers. Forgotten Harvest helps to feed the unprecedented numbers of people who are experiencing hunger and poverty for the first time.



We're on the Web! Come check us out!
www.minoritydealers.com

Top 10

October 2010

Retail Sales

Congratulations Performance CJD
for being
#1



 <u>Diversity Dealer</u>	<u>Sales (MTD)</u>
1. Performance CJD (La Vista, NE)	159
2. Spring CJD (Spring, TX)	145
3. Greenway CJD (Orlando, FL)	134
4. Galeana's Van Dyke Dodge (Warren, MI)	128
5. Tyson Motor Corp. (Shorewood, IL)	124
6. Olathe CJD (Olathe, KS)	122
7. Landers McLarty DCJ (Huntsville, AL)	120
8. Ancira Chrysler Jeep Dodge (San Antonio, TX)	115
9. Folsom Lake CJD (Folsom, CA)	114
10. Stevens Creek CJD (San Jose, CA)	104



 <u>Diversity Dealer</u>	<u>Sales (CYTD)</u>
1. Spring CJD (Spring, TX)	1,406
2. Performance CJD (La Vista, NE)	1,209
3. Landers McLarty CJD (Huntsville, AL)	1,112
4. Greenway CJD (Orlando, FL)	1,053
5. Galeana's Van Dyke Dodge (Warren, MI)	1,049
6. Ancira CJD (San Antonio, TX)	1,008
7. Olathe CJD (Olathe, KS)	983
8. Folsom Lake DCJ (Folsom, CA)	946
9. Tyson Motor Corp. (Shorewood, IL)	932
10. Mission CJ (San Antonio, TX)	783

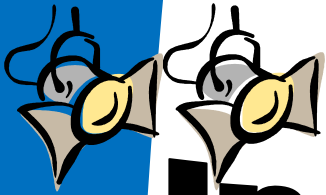
Marketing Investment

Top 5



<u>Diversity Dealer</u>	<u>Sales (MTD)</u>
★ 1. DCJ of McKinney (McKinney, TX)	69
2. Gulfgate DCJ (Houston, TX)	68
3. Stateline CJD (Fort Mill, SC)	67
4. La Brea CJ (La Brea, CA)	46
5. Superstition Springs CJ (Mesa, AZ)	46
6. Stone Mountain CJD (Stone Mountain, GA)	30
7. Alhambra CJD (Alhambra, CA)	24

<u>Diversity Dealer</u>	<u>Sales (CYTD)</u>
★ 1. DCJ of McKinney (McKinney, TX)	641
2. Gulfgate DCJ (Houston, TX)	597
3. Stateline CJD (Fort Mill, SC)	560
4. La Brea CJ (La Brea, CA)	431
5. Superstition Springs CJD (Mesa, AZ)	364
6. Stone Mountain CJD (Stone Mountain, GA)	221
7. Alhambra CJD (Alhambra, CA)	191



In the Spotlight



Stateline Chrysler Jeep Dodge

Stateline has consistently improved their presence in the Charlotte Metro Market. Damian Mills started in the auto business as a salesman at Crown Automotive Group in Greensboro, NC in 1992. He quickly learned the business and grew in the Crown organization and became a General Manager at age 25. By age 29, Damian had been promoted to Pre-Owned Sales Director responsible for 22 stores in 3 states.

Mr. Damian Mills has always had an entrepreneurial spirit and became a Ford dealer through Ford's Dealership Development Program in Raleigh, NC. He would go on to acquire more stores including Stateline Chrysler Jeep Dodge in August of 2006. Mr. Mills is extremely proud to grow talent within his organization grooming his General Managers to help him expand. His philosophy of Good People and Good Processes has helped him deliver year after year.

Damian is married to his wife Beverly for 15 years. They have three children (twin girls and a son) and they are active in a number of school activities and charitable events such as the scholarship fund he and his family support. When he isn't working at one of his dealerships, he and the family might be found attending a sporting event in the Charlotte or Raleigh, NC area. He is also an avid reader and is currently reading Tony Dungy's new book, "The Mentor Leader".

We wish Damian Mills and his team continued success!



Network Diversity & Dealer Development

Marcus Foreman

Manager, Network Diversity & Dealer Development

Average Diversity Dealer - Same Store Performance

(August 2010 YTD vs. August 2009 YTD)

Key Performance Indicators	August 2010	August 2009	Change
Net Earnings	\$451,013	\$331,616	36%
% Profitable	80%	77%	3 Pts.
Return on Sales	1.89%	1.43%	.46 Pts.
New Vehicle Net Profit	\$292,399	\$260,216	12%
Used Vehicle Net Profit	\$408,941	\$381,811	7%
Mechanical Net Profit	\$430,977	\$963,028	9%
Parts Net Profit	\$406,495	\$364,111	12%
Service Absorption	76.94%	72.34%	4.6Pts.

All Dealer counts listed below are as of September 30, 2010:

- 111 Minority Owned Dealerships
- 4.8% of Chrysler's Dealer Network
- 7.0% of Chrysler's Retail Sales Volume
- 83% of Minority Dealerships have Chrysler, Jeep, Dodge and Ram
- 50% of Minority Dealers are located in Metro Areas