

## **Alfa Romeo, Maserati and FIAT dealer, Rita Case becomes fifth woman to receive prestigious TIME Dealer of the Year Award**

Rita Case, serving as the President and CEO of The Rick Case Automotive Group, the parent company of Rick Case Alfa Romeo, Maserati, and FIAT, has achieved a significant milestone by being awarded the 55th Annual TIME Dealer of the Year Award. As the head of the nation's largest retail auto group owned and operated by a woman, she joins the ranks of only five women to have received this honor. The dealership group, with \$2 billion in annual sales, operates 12 dealerships across South Florida and Atlanta, offering various franchises and earning recognition for setting national volume sale records.

"Rita has spearheaded a transformative path for women within the dealership industry, pioneering ingenious sales techniques while simultaneously championing humanitarian initiatives, ranging from facilitating access to housing and scholarships to ensuring comprehensive healthcare and education opportunities for the underserved," said Larry Dominique, Head of Alfa Romeo North America.

The award, presented in partnership with Ally and the National Automobile Dealers Association, recognizes the nation's most successful dealers who demonstrate a longstanding commitment to community service. Case was among 50 dealers from around the country nominated from more than 16,000 dealerships.

"Setting the bar high for dealer performance, Rita embodies the epitome of excellence, serving as a beacon of inspiration for women and the entire auto industry," said Kelly MacDonald, CEO of Maserati North America. "At the core of her success lies an unwavering commitment to delivering unparalleled customer experiences, epitomizing the fundamental values of the Maserati brand. Beyond sales numbers, she defines success through her passion, professionalism, and personalized care, reflecting the true essence of dealership excellence."

The prestigious award, established in 1970, honors the nation's most accomplished auto dealers who exhibit a steadfast dedication to both business success and community service initiatives. NADA, an annual automotive gathering, serves as a platform to unite and celebrate industry professionals.

Rita's parents opened the first Honda car dealership in the U.S., where Rita worked throughout grade school. After graduating from the University of California, she followed her passion back to her parents' dealership, where she was determined to prove that a woman could be a successful car dealer. Ambitious to learn more, she contacted NADA to form the first Honda 20 group where she met Rick Case, a Honda dealer from Ohio. Married in 1980, the partnership to build the Rick Case Auto Group began. Giving back has always been at the forefront of Rita's priorities. Serving on the Federal Reserve, university, hospital, and charitable boards to improve communities. Rita, together with Rick, is known for developing and leading events for non-profit groups which, to date, have raised over 100 million dollars. Rita balances her day with the dealership responsibilities, community projects, and mentoring her adult children, Ryan and Raquel, in the business.

"I want to thank TIME and Ally Financial for this recognition. I stand on stage with an amazing group of other dealers who all generously give of their personal time and resources to support and improve their communities. TIME Dealer of the Year is the highest honor and most prestigious recognition an auto dealer can receive from the auto industry, and I am humbled and grateful for this award," Case said after receiving the reward. "I'm proud to be proof to the next generation that the auto industry is a great business and provides support to their community. It's so much fun, and I'm hoping that all the dealers in the room will pass their dealerships on to the next generation so that we can continue to prove that the American dream is alive and well."