

Your Resource for GM Women in Automotive Retail

Happy New Year!

WRN LINK

TOP HONORS: 4 WRN Dealers named Leading Women in North American Auto Industry

An honor that has only been given 4 times since 2000, 4 Women's Retail Network Dealers have been named by Automotive News (AN) as Leading Women in the North American Auto Industry. As challenging as it is to determine amazing women leaders in automotive, AN state "Twenty years ago it was hard to find enough executives with authority; this year, the challenge was choosing among hundreds of powerful female executives." This article not only recognizes our own amazing WRN dealers, but our awesome Women Executives for General Motors. To read the article in depth, [please visit here.](#)



Liza Borches
CEO

Carter Myers Automotive Virginia-based dealership group, which has 15 stores, 17 franchises (including Chevrolet, Buick, GMC, and Cadillac), serving five markets.



Corina Diehl
CEO

Diehl Automotive Group, including Diehl Chevrolet Buick Grove City, PA



Ivette Dominguez
President

Alpine Buick-GMC (and dealer at 5 other dealerships in Colorado, Illinois, Missouri and Oklahoma)



Jenell Ross
President

Bob Ross Auto Group, including Bob Ross Buick GMC Dayton, OH



WRN FIRST: First Woman Named to Chair New Jersey Coalition of Automotive Retailers

Please join us in congratulating Judith Schumacher-Tilton, president of Schumacher Chevrolet Auto Group. She assumed the chairmanship of the New Jersey Coalition of Automotive Retailers, a first in the 102-year history of the organization. "I am truly humbled to serve as NJ CAR's first chairwoman," said Schumacher-Tilton. "More and more women are taking on leadership and ownership roles in the auto retailing industry. I may be the first woman to lead NJ CAR, but I will serve with the very same commitment and drive as the 101 men who preceded me in this role.

Not a stranger to WRN, Schumacher-Tilton is a past member of our General Motors Women's Dealer Advisory Council (WDAC). [Please continue reading about this exciting transition for Schumacher-Tilton.](#)

GM WRN Dealers Among 2021 TIME Dealer of the Year Nominees



Christine Alicandro Karnolt of Marty's Buick GMC in Kingston, Massachusetts

As a true mark of excellence, the TIME Dealer of the Year award recognizes exceptional performance and outstanding community service that is an inspiration to us all. By presenting this annual award, TIME, Ally and NADA honor new-car dealers across America and their tireless efforts to improve their communities and the world around them.

We are proud to announce that two of our GM Women's Retail Network Dealers have been selected as nominees: Christine Alicandro Karnolt of Marty's Buick GMC in Kingston, Massachusetts and Kathleen Gaddie of Ryan Chevrolet and Ryan GMC, Buick, Cadillac in Minot, North Dakota.

Both WRN dealers are among the 40 dealer nominees from across the country will be honored at the 104th annual National Automobile Dealers Association (NADA) Show being held virtually February 9-11, 2021.



Kathleen Gaddie of Ryan Chevrolet and Ryan GMC, Buick, Cadillac in Minot, North Dakota

Gilbert Chevrolet: Florida Teacher of the Year awarded 2021 Trailblazer

Gilbert Chevrolet of Okeechobee, FL replaced the apple on the desk of Mrs. Krista Stanley with car keys! The 2021 Florida Department of Education Teacher of the Year was awarded a brand new 2021 Chevy Trailblazer. Although she has only been teaching for four years, she has quickly become an inspiration and role model for her students and other educators in the District.



Congratulations Mrs. Stanley on such an amazing recognition and your brand-new Trailblazer!

Cardinal Buick GMC: WRN Employee Celebrates 49 Years of Service

Bonnie Underwood recently celebrated 49 years of service with Cardinal Buick GMC in Belleville, IL. To honor such a great accomplishment, Buick GMC Regional Director, Greg Ross penned "Team members like you, help us live and demonstrate this core value by continuing to provide your customers with outstanding sales and service. Your commitment, effort and results are very much appreciated".



Congratulations Bonnie on 49 amazing years and we wish you continued success, health, and heart-felt joy!

 **A Message from Your
WOMEN'S RETAIL NETWORK**
Women's Dealer Advisory Council

Happy 2021 General Motors Women's Retail Network! What an intriguing time to be in Automotive Retail. We have seen such wonderful innovations from the manufacturer design changes to updating and reforming our dealership processes for better efficiencies. I am excited for our future!

Although I have been in the automotive retail business since working as a file clerk with my Mom at the age of 10, I have been actively a part of the GM WRN since attending my first annual meeting in 2009. What a great opportunity to meet such talented individuals within our industry. I have served on the WDAC since 2015 and have served as the Vice Chair and Scholarship Chair in 2018 and 2019.

Looking forward to 2021, our vision stays the course as we become the industry leader with a dealership population that mirrors our communities, by increasing the number of talented women as dealers and employees who make up the entire GM Dealer Network.

GM WRN has many resources available to help dealers succeed. I am excited to work with a great resource team within GM WRN led by Shana Eastern and a council of enormously talented women. I would encourage dealers to become familiar with this strong team and how they can help in each one's path to success. To name just a few, Exclusive Drive Growth Webinars and Fixed and Variable Operations Training Forums to Profit Opportunity Program and Market Plus Analysis. With participation and drive, each dealer has a vast opportunity to succeed.

I am passionate about helping women enter our automotive retail doors from becoming a GM Certified Service Technician, Parts Counter Clerk, Inventory Manager and Collision Center Manager to name just a few diverse positions held in our stores. We have the best campus to grow and educate our future!

-Christa Luna, WDAC Chair

Call to Action:

Join our Women's Retail Network NADA 20 Group



If you are not a 20 Group Member, now's the perfect time to join. Learn new ways to make your dealers more profitable and get a first-time participant discount. Under this offer, GM will pay the first-year membership and meeting expenses for female dealers who've not previously been WRN 20 Group members. Hotel and travel expenses are the participant's responsibility.

Mary Jo Wheeler-Schueller, our WDAC Vice-Chair and owner of Wheeler's Family Auto Group in Wisconsin, shares her experience and the importance of being a member of our WRN 20 Group.

"I remember when I was 18 years old, my dad threw a sales license manual at me. At the time my dad had been sick for some time and my mom and brother were holding things together. I disliked the thought of being in the auto industry. Car dealers always had this stigma in the community and it's not one I wanted for myself and my family," said Mary Jo. "It was then that I knew my dad and mom were not only great parents, but strong members of the community and leaders in the industry. I wanted to be that change for not only them but for women in the world of Automotive. The Women's Retail Network is that opportunity for female leaders to come together and share not only their struggles but build off each other's accomplishments."

"I love the 20 groups and encourage every female dealer to get involved. I personally enjoy sharing with other female dealers our trials and tribulations that we each face in the industry."

"As I have met many female dealers over the past 25 years, I have learned that we all have a story and we share the same common interests and struggles as leaders in the industry. We want each other to succeed and be the best version of ourselves, and that doesn't change if we are driven by male or female ownership. It's the GM mark that we lead with," said Mary Jo.

WRN 20 Group topics may include:

- Maintaining proper inventory levels
- Best ideas for managing factory incentive programs
- Marketing in today's environment
- Wasteful expenses versus necessary expenses
- Office efficiencies
- Employee productivity
- HR best practices
- Developing Wholesale Parts business relationships

For more information regarding joining our 20 Group, please contact Nicole Welch at 330.397.1508 or nicole.welch@gm.com.



Keeping you... *In the Know*

GM Reports Fourth-Quarter U.S. Sales

General Motors delivered 771,323 vehicles in the fourth quarter of 2020. Total sales for the quarter were up 5 percent year-over-year. GM had its best fourth quarter retail sales since 2007, with deliveries up 12 percent. Sales for the calendar year were 2,547,339 units, with total deliveries down 12 percent year over year and retail deliveries down 6 percent. WRN dealers delivered great results in 2020 by selling 148,519 retail units a 1.5% YOY increase.

“GM outperformed the industry in the quarter and the full year by a significant margin because our manufacturing and supply chain teams and dealers helped keep people safe at work and our launches on track,” said Steve Carlisle, executive vice president and president, GM North America. “Extraordinary teamwork has set up everyone to succeed in 2021 as the economy continues to recover and we further ramp up truck and SUV production.”



NADA 2021 – GM POP Lite Available

Soon, the 2021 NADA Virtual Conference will be underway February 9-11, 2021! Our GM Dealer Business Management team will be providing POP Lite meetings to dealers who are interested in a quick but highly informative 30-minute session covering their departmental profitability and expenses. On-line appointments will be available beginning the week of January 25, 2021. Please stay tuned to GM GlobalConnect as a direct message will be sent soon to all dealers!

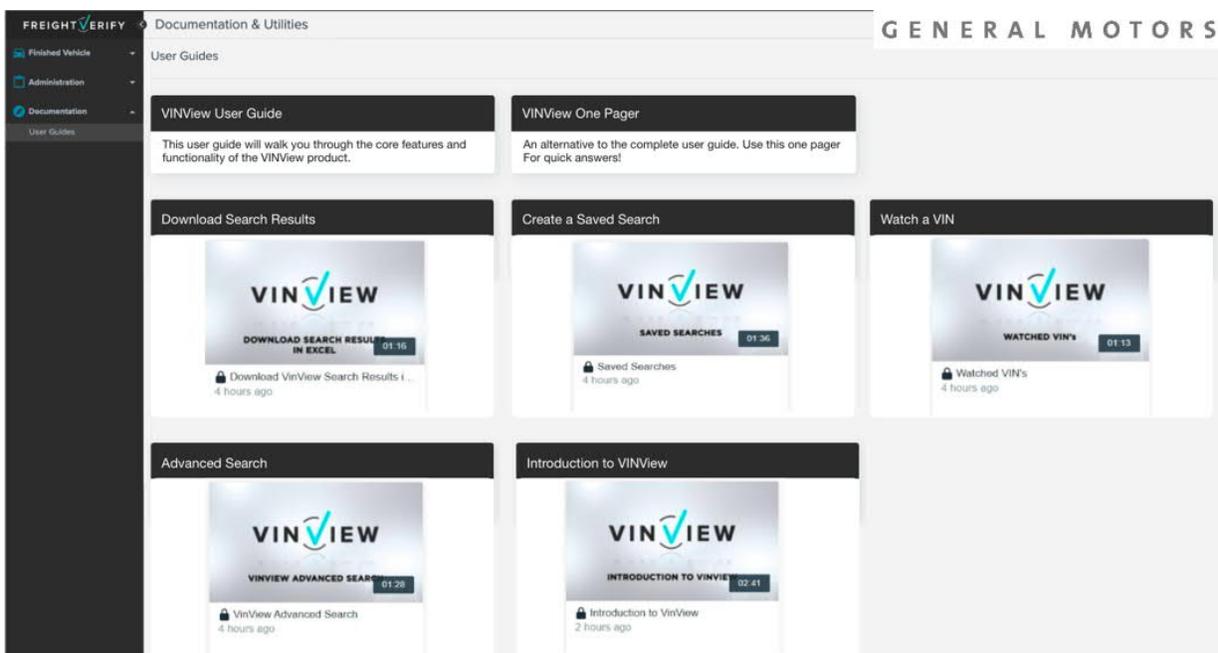
VINView: New Estimated Delivery Date



**Access your VIN
with VINView**

Welcome to VINView! Found on the Order Workbench Manage Inventory Main Page, as well as in the GlobalConnect (GC) App Center, this new tool designed to help dealers determine the precise location of vehicles In Transit to their Dealership.

The landing page of the VINView tool contains Job Aids and five easy to follow videos that clearly explains the new functionality and how to get started using it to locate and track vehicles in transit to your dealership (pictured below). We strongly encourage dealership staff members involved with tracking in transit vehicles to view the videos and job aids before getting started.



Don't Lose Your Weekly Vehicle Allocation!

A weekly checklist from GM Center of Learning for the Weekly Dealer Order Submission Process

This Checklist helps you to build your Preliminary Orders list for the Weekly Dealer Order Submission Process so that:

- You do NOT lose your allocation or distributed constraints for the target production period—or TPP.
- Your Placed order configurations match the demand in your market area.
- You increase your chance of gaining more allocation or constraints for the TPP.

ORDER Workbench | Main > Order Vehicles

PLAN & FORECAST

ORDER VEHICLES

MANAGE INVENTORY

LOCATE VEHICLES

DELIVER VEHICLES

REPORTS & TOOLS

USE THIS CHECKLIST FOR EACH ALLOCATION GROUP:

- 1) Use the View My Allocation and Constraints screen to review your weekly Final Allocation and Distributed Constraints quantities for the TPP
- 2) Use the Inventory Balancing tool to help you decide what quantity and configuration of orders you need for your market area.
- 3) Use these resources to check the estimated duration and potential availability of constraints:
 - a) National Constraints report
 - b) Consensus Notes and Focused Ordering documents for the GM Brand
 - c) Order Workbench Weekly Distribution Newsletter
- 4) Answer these questions to determine which vehicle configurations will align best with your allocation and inventory needs for the TPP:
 - a) What configurations did Inventory Balancing recommend in Step 2?
 - b) What sales tools and ordering options can help me decrease the expense and improve the sales performance of the vehicles I will order?
 - c) What vehicle price points are appropriate for my market area?
 - d) What configurations appear in the GM Brand's Consensus Notes and Focused Ordering documents in GlobalConnect and on the View GM Stored Configurations tabs in Order Workbench?
- 5) Access the Run Pass One screen from Thursday through Saturday to complete Steps 6 through 10.
- 6) Change your Desired Quantity, if needed, to match your inventory needs for the TPP.
- 7) Create enough Preliminary orders to match your weekly Final Allocation quantity or Desired Quantity—whichever quantity is greater—for the allocation group.
- 8) If you are trying to gain undistributed constraints for the TPP, then create an extra Preliminary order without constraints for each order you configure with an undistributed constraint.
- 9) Prioritize your Preliminary orders so that you do NOT accidentally lose your allocation or distributed constraints during the weekly ordering process.
- 10) Use the Run Pass One screen as needed to validate your Preliminary orders and their assigned Priority numbers against your earned allocation and constraints

GET DETAILS about these strategies by doing these things:

▶ Go to Order Workbench and click Help With This Page > Help Topics > Business Process Topics/Estimated Shipments Process and Plan & Forecast Process.

▶ Go to Order Workbench and click Help With This Page > Training > Quick Reference Guides/GM Vehicle Ordering Timing Cycle Job Aid.

IHS Markit: Insights on Electric Vehicles

Our partner, IHS Markit, has published their Fall 2020 Bulletin – IHS Markit, Insights on Electric Vehicles. Below, IHS Markit summarized key findings within the Electric Vehicle (EV) market by various demographic, luxury/non-luxury, fastest growing, and credit score viewpoints.

Automotive Insights

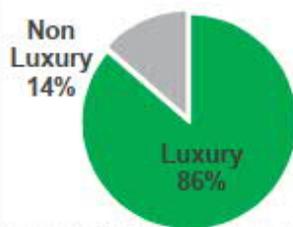


A quarterly bulletin of information, analysis and forecasting insight from IHS Markit



Fall 2020

Lux/Non Lux EV Mix – 2020 YTD



Note: Catalyst for Insight Personal Registrations (2020 through August)
Source: IHS Markit © 2020 IHS Markit

Luxury dominates EV landscape

Non-Luxury accounted for 14% of EV registrations from January-August 2020. This was led by Chevrolet Bolt, which accounted for over half of Non-Luxury EV.

Luxury EVs had 86% share. Tesla is the dominant make with 93% share of luxury EVs. Model 3 launched in 2017/2018 and became the best-selling EV ever.

EV Demographics Luxury vs. Non Luxury

Demographic	Luxury	Non Luxury
Gender	70% Male	68% Male
Income (Median)	\$187,500	\$135,500
Income (Largest Group)	\$250,000+	\$250,000+
Age (Median)	49.5	49.5
Age (Largest Group)	35-44 Years Old	35-44 Years Old
Primary Ethnic Groups	White 59%; Asian 23%	White 70%; Asian 16%

Notes: Catalyst for Insight, Personal Registrations, Jan-August 2020)

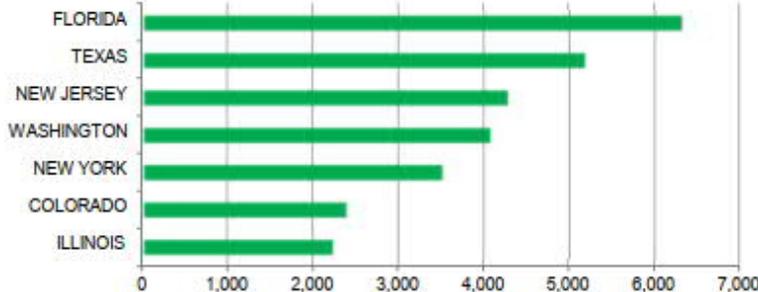
Source: IHS Markit

Takeaways

Current demographics point to near-term growth among younger, more affluent buyers across all ethnic groups. These data reinforce the company's long-term strategy of investing in purely electric vehicles.

The company's [publicly stated plans](#) of multiple launches across multiple segments appears consistent with the need to grow past niche-vehicle strategies.

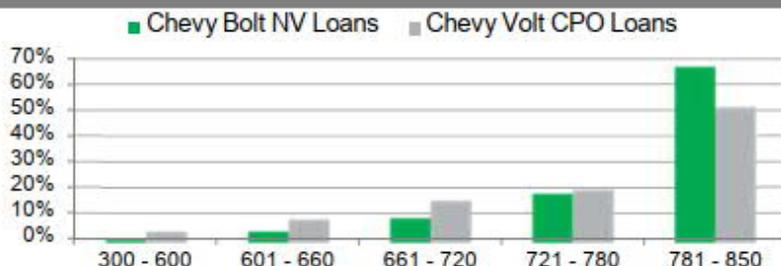
Fastest Growing EV States Outside California: Differences in Personal Retail Registrations between CYTD 2016 and 2020



Catalyst for Insight Personal Registrations, CYTD Jan-August 2016 and 2020
Source: IHS Markit © 2020 IHS Markit

The distribution of TransUnion credit scores of borrowers purchasing an EV new is very different than one purchasing an EV as CPO .

Credit Score Distribution Bolt NV vs. Volt CPO



Catalyst for Insight Personal Registrations, CYTD July 2020
Source: IHS Markit Catalyst for Insight -TransUnion Credit Module

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2021 GM WOMEN'S DEALER ADVISORY COUNCIL

Our WDAC's focus is to represent the interests of GM women dealers and management staff and to drive focus on the profitability, growth and retention of the Women's Dealer Network. Should you have any questions or concerns, please reach out to your regional WDAC member:

2021 GM WOMEN'S DEALER ADVISORY COUNCIL — (U.S. & Canada)

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December, 2023



TERM ENDS:
December, 2021

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TERM ENDS:
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TERM ENDS:
December, 2021

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TERM ENDS:
December, 2021



WOMEN'S RETAIL NETWORK
Women's Dealer Advisory Council