

Your Resource for GM Women in Automotive Retail

# WRN LINK

## IN THE NEWS: Tekion scores a win with WRN Dealer!



In a story by Automotive News, our previous North Central Region Women's Dealer Advisory Council (WDAC) member, Katie Bowman Coleman, shares what it's like to search for a dealership management system that's easy to use and understand.

Her store, Bowman Chevrolet, in Clarkston (suburb of Detroit, MI) has used systems from Reynolds and Reynolds, CDK Global and Cox Automotive's Dealertrack. In her view, they're all fine products but have limitations — expensive pricing, "antiquated" technology, extra fees or hurdles to connect software tools developed by outside vendors.

Last year, Bowman Chevrolet switched DMS providers again. Coleman, the store's owner, chose a startup called Tekion, which promises an

Amazon-like experience and has the backing of General Motors. "It's just what we've been wanting for decades," Coleman said. "This isn't a new desire on the part of dealers. This is just a time when I think some disrupters are going to come in and force that change on the industry."

Tekion is signing up dealers at a time when the overall market for DMS software is in flux, giving dealers more choices for a platform that fits their stores' needs. New entrants and smaller players are vying for share in a segment long dominated by CDK and Reynolds, both of which are in the process of reinventing their businesses.

To read more of Katie's DMS experience with Tekion and their plan to gain DMS market share, [click here](#).

### FROM THE DESK OF

#### GM DIVERSITY DEALER RELATIONS

Our Dealer Diversity team hosted our very first Women's Retail Network (WRN) All Dealer Virtual Business Meeting on February 24<sup>th</sup>, 2021. The meeting agenda included Senior and Regional Leadership, as well as representation from our Women's Dealer Advisory Council (WDAC) and of course, our Diversity Dealer Development Team.

Provided was a review of our WRN 2020 performance, GM brand highlights, a look at what GM is doing in the Diversity, Equity and Inclusion space and we recognized many of our members for their outstanding 2020 performance in overall business metrics.

Our current minority dealer network consists of 291 minority and 282 women dealer partners. Worth noting, GM leads the industry with more minority owned dealerships than all other OEMs. More than 1 of every 5 minority owned dealerships in the U.S. is a GM dealership, and GM has more than 26% of women dealers in the U.S.

Our 282 WRN partners had an equally successful end to 2020 with 148,519 retail sales, producing YTD Total Dealership Sales dollars of almost \$14.1 Billion, with a CYTD average of 604 new vehicles sold, and posting an average NPBBT of \$1.7M.

As we continue to navigate 2021, our focus will remain on not merely maintaining, but gaining industry leadership; improving WRN performance in key metrics and outperforming the general dealer population, growing our WRN Vetted and Approved candidate pool, increasing participation in 20 Groups and finally continuing the outstanding dealer advocacy work with our WDAC council members.

Please feel free to reach out to our team members with any questions you may have.



## A Message from Your

### MINORITY DEALER DEVELOPMENT

### MINORITY DEALER ADVISORY COUNCIL

Hello fellow WRN Dealers! I hope this note finds you and your teams safe and healthy. What a time to see the best in our teams and their potential realized. There are a lot of great things happening with the WRN and I am hoping you are taking full advantage of all of the opportunities the GM WRN Team provides.

Thinking about the WRNs vision to have a diverse representation of women dealers that also reflects the same diversity of our employees, investors, and customers, I applaud you for mentoring the next generation of talent within our stores. In addition to mentoring current employees, members of the WDAC and WRN are actively engaged with Northwood University, local colleges, and trade schools in helping their students have a successful career path within automotive retail.

With your kind donations through scholarships and internship opportunities, students are succeeding and seeing the benefit automotive retail provides. If you have not had the chance to have an intern work with your dealership teams, I would highly encourage you to take this opportunity to pay it forward and realize a great benefit by having an intern for the summer. You may even try "Dealer Trading" your own children or grandchildren with your fellow dealer friends for the summer.

Good Luck and Happy Selling GM WRN...You are the reason Dealers Make a Difference!

# GM | WOMEN'S RETAIL NETWORK

## What is WRN?

A diverse dealer network matters greatly to GM and to the customers we serve. The Women's Retail Network is designed to support our diversity goals. WRN is dedicated to growing a performance driven, customer-focused and profitable dealer network by connecting highly qualified women dealers. This is one demonstration of GM's commitment to a diverse dealer network.

Congratulations to the following Women's Retail Network Dealers on acquiring their new dealership:

- Kathryn Shorkey-Mrdjenovich | Jim Shorkey Chevrolet of Murrysville | Murrysville, PA
- Kylie Goodwin | Ron Currier's Hilltop Chevrolet | Somersworth, NH
- Donna Samuels | Allen Samuels Chevrolet Buick GMC | Hearne, TX
- Martha King | Bob King Buick GMC | Wilmington, NC
- Lori Davis | King Coal Chevrolet | Oak Hill, WV
- Lori Davis | Beckley Auto Mall | Beckley, WV

## 2020 DEALER of the YEAR

## Congratulations 2020 Dealer of the Year Winners!



- John Bowman Chevrolet, Inc. | Kathryn Coleman | Clarkston, MI
- Feldman Chevrolet of Novi | Marla Feldman | Novi, MI
- Capitol Chevrolet, Inc. | Nancy Harper | Austin, TX
- Banks Chevrolet | Tracy Banks | Concord, NH



- Mike Smith Buick GMC | Karen Smith | Lockport, NY
- Liberty Buick | Autumn Henderson | Peoria, AZ



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- Banks GMC | Tracy Banks | Concord, NH



## GM Reports First Quarter U.S. Sales

Earlier this month, General Motors reported their first quarter sales for 2021. GM executive vice president and president, North America, Steve Carlisle stated "Over the last year, our dealers, supply chain and manufacturing teams have gone above and beyond to satisfy customers as demand for GM products rose sharply. The great teamwork continues. Sales are off to a strong start in 2021, we are operating our truck and full-size SUV plants at full capacity and we plan to recover lost car and crossover production in the second half of the year where possible.

"Consumer confidence and spending will continue to increase due to stimulus, rising vaccination rates and the progressive reopening of the economy," said Elaine Buckberg, GM chief economist. "Auto demand should remain strong throughout the year."

### Q1 2021 Quick Glance:

- General Motors sold 642,250 vehicles in the U.S. in the first quarter of 2021, with retail deliveries up 19 percent year over year and fleet sales down 35 percent. Total sales were up 4 percent
- All four GM brands had double-digit year-over-year increases in retail sales
- GM Women Retail Network delivered 36,259 retail units, representing a YOY increase of 17.6%
- GM sets first-quarter record with average transaction prices at \$40,353
- GM estimates the retail SAAR in the first quarter was 14.6 million units and the total light vehicle SAAR was 16.5 million units



Chevrolet deliveries were up 13 percent.

Tahoe and Suburban sales were up 104 percent and 63 percent, respectively.

The Trailblazer captured more than 10 percent share of the small SUV segment through the first quarter (J.D. Power PIN)

Two models, the Bolt EV and the Traverse, had their best first-quarter retail sales ever. Bolt EV retail sales were up 60 percent and Traverse was up 39 percent.

Five other Chevrolets had double-digit sales increases:

- Camaro up 20 percent
- Malibu up 46 percent
- Colorado up 35 percent
- Silverado HD up 11 percent
- Corvette up 73 percent



Buick deliveries were up 43 percent.

The new Encore GX continues to be Buick's best-selling nameplate.

In January, Buick launched a redesigned 2021 Envision, expanding the brand's share of the fast-growing compact SUV segment with a 51 percent sales increase. The Envision had its best first-quarter sales ever.

The Enclave increased deliveries by 38 percent. A refreshed 2022 model is slated to go on sale later this year.



GMC deliveries were up 23 percent.

The GMC Sierra delivered its best first-quarter retail sales ever, up 18 percent.

Four other GMC models had double-digit increases

- Acadia up 33 percent
- Canyon up 66 percent
- Yukon up 79 percent
- Yukon XL up 56 percent

GMC will reveal the GMC HUMMER EV SUV, the next chapter in its all-electric future.



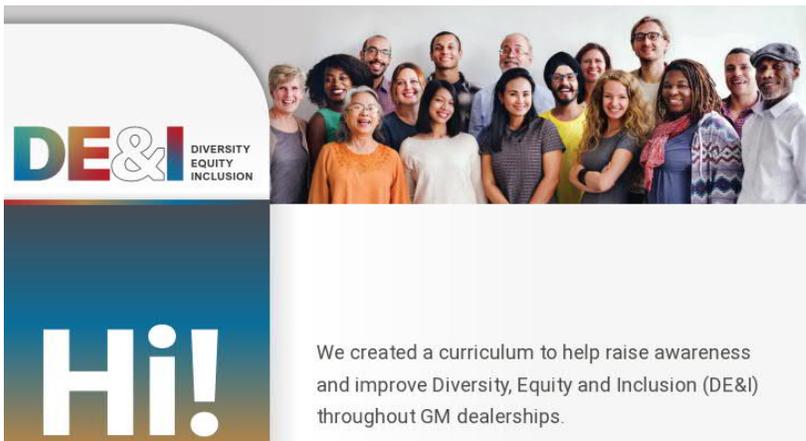
Cadillac deliveries were up 43 percent and market share up 1.1 percentage points, according to J.D. Power PIN.

Cadillac delivered its best first-quarter ATPs ever at \$58,550.

The all-new Escalade saw a 127 percent year-over-year increase in retail deliveries, and its segment share is 8 percentage points higher than the closest competitor (J.D. Power).

Retail sales of Cadillac's crossovers and all-new luxury sedans were also exceptionally strong:

- XT4 up 30 percent
- XT5 up 15 percent
- XT6 up 22 percent
- CT5 up 60 percent



We created a curriculum to help raise awareness and improve Diversity, Equity and Inclusion (DE&I) throughout GM dealerships.

Who is this for?

# EVERYONE

*Things change fast. we want to help you keep up.*

- On the Road to Diversity, Equity and Inclusion: Ideas for Leading the Change at Your Dealership (FCFDE.021W1)
  - Link: [Center of Learning - Catalog \(centerlearning.com\)](https://centerlearning.com)
- On the Road to Diversity, Equity and Inclusion: Why It Matters at the Dealership (FCFDE.021W2)
  - Link: [Center of Learning - Catalog \(centerlearning.com\)](https://centerlearning.com)
- Diversity, Equity and Inclusion: Suggestions for Creating Inclusion at Your Dealership (FCFDE.021W3)
  - Link: [Center of Learning - Catalog \(centerlearning.com\)](https://centerlearning.com)
- Diversity, Equity and Inclusion: Driving Inclusion: Unconscious Bias (FCFDE.021W4)
  - Link: [Center of Learning - Catalog \(centerlearning.com\)](https://centerlearning.com)

We invite you to:

- Review the courses to experience what the dealers will experience.
- Champion this curriculum by encouraging engagement with your dealerships.
- Visit the [DEI Gateway page](#) for future resources.

On behalf of Center of Learning and the DE&I team, thanks for your support in GM's goal to be the most inclusive company in the world!

## GM Launches Diversity, Equity, and Inclusions Curriculum

Inclusion is more than a marketing tagline or slogan.

To support General Motors goal of being the most inclusive company in the world, they have launched a DE&I curriculum to help strengthen everyone's understanding of these concepts and provide the opportunity to begin a discussion within our dealerships.

GM's Center of Learning requests your help in championing the diversity curriculum that will be included on our Q2 learning paths.

The DE&I curriculum, which launched April 1<sup>st</sup>, provides dealership employees learning that will reflect, understand, and evaluate their dealerships' DE&I practices.

The following courses are available now:

**CREATING A CULTURE WHERE EVERYONE CAN BE ACCEPTED AND ALLOWED TO PROSPER IS OF HIGH IMPORTANCE TO US ALL.**

## Catch up on... The Bottom Line



In April's edition of The Bottom Line, we are reminded how accessories are a great way to add to your bottom line and build customer enthusiasm for our vehicles at the same time. In the accessories video, three very successful GM dealers share their views on how accessories are an integral part of their sales process...and their profitability. They will each highlight how they've built thriving Accessory Sales businesses and increased their Bottom Lines significantly!

Please catch up on recent "The Bottom Line" videos by clicking here:

- Gaining Profits through Accessories
- The Benefits of OnStar for Every Dealer
- The Benefits of Floor Planning with GM Financial
- Tekion DMS

## How an Immediate Greeting of Customers Plays Key Role in Increasing CSI Scores

In an article by Business Wire, saying hello and acknowledging customers upon arrival at an aftermarket service facility can significantly improve customer satisfaction scores, specifically those for full-service maintenance and repair, quick oil changes and tire replacement. Satisfaction scores decline when customers wait more than three minutes before they're acknowledged, according to the J.D. Power 2021 U.S. Aftermarket Service Index (ASI) Study<sup>SM</sup> fueled by SurveyMonkey, which was released today.

Performance in three segments—full-service maintenance and repair; quick oil change; and tire replacement—is based on the combined scores for seven measures that comprise the vehicle owner service experience. These measures are ease of scheduling/getting vehicle in for service; service advisor performance; service advisor courtesy; service facility; time to complete service; fairness of charges; and quality of work.

"Aftermarket service providers should pay special attention to simple actions that can enhance the customer experience."

In all three segments, customers indicate they were very often greeted immediately: 42% of the time for full-service maintenance and repair; 53% of the time for quick oil change; and 34% of the time for tire replacement. However, among customers in each segment who say they waited three minutes or more—which ranges from 27% to 39%—satisfaction scores decline as much as 219 points (on a 1,000-point scale).

Please click here to read the full article as well as to find more about the following are key findings of the 2021 study:

- It's important to recommend additional service the right way
- Fix it right the first time
- Attention to detail boosts customer satisfaction

## Now Available: Order Workbench Video Series

The Order Workbench video series titled "Get Optimal Results from the Dealer Order Submission Process" is now available.

This video series describes tools and strategies you can use to manage your vehicle ordering data and get these results from the weekly DOSP:

- Have your orders placed with the configurations you need for your market area
- Keep the allocation and constraints the system distributed to your dealership for the target production period
- Gain more allocation or constraints—if they are available—for the target

### Click the links to view the videos:

- Video 1 – Know Your Weekly Ordering Data
  - <https://bcove.video/2Lf260c>
- Video 2 – See Your ADS as a Key Factor
  - <https://bcove.video/2lwOjKE>
- Video 3 – Control Your Sales and Availability
  - <https://bcove.video/3qJfnu>
- Video 4 – Use Run Pass One to Your Advantage
  - <https://bcove.video/37TuWLV>
- Video 5 – Prioritize Orders and Handle Constraints
  - <https://bcove.video/3qQ0F95>



## WOMEN'S RETAIL NETWORK

### DRIVE TO SUCCEED

#### AUTOMOTIVE RETAIL SCHOLARSHIP FOR WOMEN

Our WRN Drive to Succeed Scholarship is in its 11<sup>th</sup> year. Since 2011, the goal has been to help more women find a career in automotive. With close to 100 scholarships being awarded, totaling over \$293,000, please help us continue our goal and Promote. Nominate. Donate.

### HELP THE WRN 2020 SCHOLARSHIP PROGRAM BE SUCCESSFUL PROMOTE • NOMINATE • DONATE

PROMOTE the scholarship program throughout your communities  
ENCOURAGE female employees and other qualified candidates to apply  
PROVIDE the required signature and/or letter of recommendation for applicants  
DONATE to the WRN's general scholarship fund  
CREATE awareness of the career opportunities that exist in retail automotive  
BECOME a Named Scholarship dealer

For more information, please visit our WRN Scholarship page by clicking [HERE](#)

# 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:

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TERM ENDS:  
December, 2023



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2021



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2023



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2022



TERM ENDS:  
December, 2022

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TERM ENDS:  
December, 2022



TERM ENDS:  
December, 2021

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TERM ENDS:  
December, 2021



WOMEN'S RETAIL NETWORK  
Women's Dealer Advisory Council