

gm women's retail network

Your Resource for GM Women in Automotive Retail

WRN LINK

IN THE NEWS: WRN ANNUAL MEETING



Over three days, WRN dealers and General Managers networked, participated in 20 group meetings, and enjoyed a robust discussion featuring GM's senior leadership team including Steve Carlisle, Brian Sweeney, Kurt McNeil, Maurice Williams, and Bob Muter. Our WRN dealers had the opportunity to ask any question they wanted to our esteemed panel.

This year's overarching theme "Accelerate your *GRIT*-Growth, Retention, Inclusion and Transformation, focused on relevant information and realistic business solutions while encouraging dealers to lean in and finish 2021 strong. The event held in August at the Renaissance Center featured a fun night out for the ladies with a fashion show, raffled prizes, and an opportunity to shop!

"It's nice to be back to business and see so many faces in-person and not on my computer screen. The WRN 20 Group Meetings were very productive. I'm just amazed at the results generated by the WRN Dealers during these unprecedented times, it's a testament to their G.R.I.T." said *Carlos Latour, Director Diversity Relations*



A Message from your WDAC Council



Hello fellow WRN Dealers! How fast the year has gone. Looking forward, I can see where we will collectively look back on this time with astonishment on how we grew stronger with compassion, ingenuity, and grit. It was great to see friends and meet new ones in person as we were able to have our Annual Summer Meeting in Detroit.

I am thrilled with the direction the Network is headed. We have a great advocacy team of leaders who listen and understand the needs of our diverse dealer body across the US and Canada. I encourage you to reach out to this great team and utilize their knowledge and resources to help you succeed. They are always available to listen, learn and guide. Cheers to a Healthy and Happy Holiday Season and close of 2021!

NEXT GENERATION CORNER



Ava Alvarez *Countryside Chevrolet*,
Franklin, North Carolina

My name is Ava Alvarez and I'm a recent marketing graduate from Clemson University. I am 22 years old, and I am excited to have started my career in the auto-motive industry. I've grown up in the car business, watching my dad operate at his former dealerships and witnessing the ways he was able to help others in the community.

Spending summers at my Dad's Chevrolet dealership in between my college semesters and attending dealer meetings with him is what really drew me to the industry. I started my first job at his dealership as a cashier. My dad always told me the first and last impressions of your dealership will be the receptionist and the cashier. The receptionist is the first one to greet our customers and the cashier is the last, where we can thank them for their business and say goodbye. I enjoyed creating relationships with these customers and wanted to ensure they felt the same way upon leaving our store. I quickly realized the impact of this position. Instilled in me was the importance of having our customers' vehicles fixed correctly the first time and having them leave our business knowing how much we care and how important they are to us. The understanding of customer retention has carried with me as I have recently been introduced to the Internet Department and BDC.

It's been my goal to build a sales and service process that allows us to deliver a seamless experience to customers, especially amid COVID. I've even been able to use my marketing degree from Clemson to grow our Digital Marketing Platform. We are heading in such a great direction, and I am dedicated to learning every aspect of this business. Thanks to my Dad, the Women's Retail Network, and General Motors, I feel really encouraged as a woman to join the automotive industry.

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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:

**Kathleen Martin, Buick GMC of Mahwah, Mahwah, NJ,
Whitney Yates Woods, Yates Buick GMC, Inc. Goodyear, AZ,
Joanna Bergey-Shisler, Bergey's Chevrolet of Plymouth Meeting, Plymouth Meeting, PA**

***Thank you to our outgoing Council Members!
We appreciate your time & commitment to the WDAC!***



THANK YOU!

*Christa Luna /
Okeechobee, FL*

*Amy Cram /
Seneca Falls, NY*

*Lisha Oshman /
Okarche, OK*

*Sara Snowden /
London, Ontario*



GM Reports Third Quarter U.S. Sales

- GM dealers delivered **446,997** vehicles in the United States in the third quarter of 2021, **down 218,195** units YOY as a **result of semiconductor supply chain disruptions & historically low inventories**; YTD, **total sales for Buick increased by 27%, GMC by 8% and Cadillac by 11%**
- Despite challenging conditions in the quarter, **GM maintained or increased its retail market share in key segments** compared to a year ago, according to J.D. Power PIN estimates
- WRN dealers reported 27,166 retail deliveries representing a -33.7% YOY decrease compared to all GM Dealers which had a -33.2% YOY sales decrease. Thru September CYTD WRN dealers have sold 104,376 retail units achieving a sales increase of 2.4%, while all GM Dealers have generated a 3.1% YOY increase**
- GM grew retail share of the full-size pickup segment by more than 2 percentage points**
- Almost **seven in 10** customers in the full-size SUV segment **purchased a Chevrolet Tahoe, Chevrolet Suburban or GMC Yukon**
- Sales of **high-demand vehicles** in GM's other leading segments **grew significantly** in the Q3: Cadillac **Escalade** was **up 123%**, Chevrolet **Trailblazer** was **up 147%** & Chevrolet **Corvette** was **up 60%**
- GM's financial outlook** is still **expected to be within** the calendar year **guidance range** previously provided as the company **continues to develop solutions to mitigate** the impacts of the **semiconductor shortage and Chevrolet Bolt EV recall**
- Looking Ahead to Q4:**
 - All of GM's full-size pickup, full-size SUV & midsize pickup truck plants in North America are operating**
 - During the quarter, **GM shipped** to dealers **over 68,000 units** that had been held at assembly plants due to semiconductor supply issues.
 - Lansing Delta** Township Assembly in Michigan, **which builds the Buick Enclave and Chevrolet Traverse**, and **Lansing Grand River** Assembly, **which builds the Cadillac CT4, CT5 & Chevrolet Camaro**, resumed regular production on **Oct. 4**

Q3 2021 | Top 10 WRN Dealers By Brand

WOMEN'S RETAIL NETWORK

- Q3 CYTD Retail Sales **104,376** represents **2.4%** YOY increase vs **3.1%** for all dealers
- 99.2%** of the dealers are profitable
- Ave NPBB&T of over **\$3.0M**
- Operating Profit above **\$1.9M**
- ROS of **4.99%**
- Sales Volume: **461**
- PVR of **\$2,742**
- Fixed Coverage of **57.9%**

* September CYTD Annualized



- Feldman Chevrolet of Novi, Novi MI
- Capitol Chevrolet, Austin TX
- John Bowman Chevrolet, Clarkston MI
- Sweeney Chevrolet, Youngstown OH
- Lafontaine Chevrolet, Dexter MI
- Banks Chevrolet-Cadillac, Concord NH
- Parkway Chevrolet, Tomball TX
- Maher Chevrolet, Saint Petersburg FL
- Jim Glover Chevrolet, Tulsa OK
- Shea Chevrolet, Flint MI



- Cardinal Buick GMC, Belleville IL
- Liberty Buick, Peoria AZ
- Sweeney Buick GMC, Youngstown OH
- Lafontaine Buick GMC of Ann Arbor MI
- Lafontaine Buick GMC, Lansing MI
- Alpine Buick GMC, Littleton CO
- Shea Buick GMC, Flint MI
- Mike Smith Buick GMC, Lockport NY
- Myers Autoworld, Anderson IN
- McGuire Buick GMC, Little Falls NJ



- Banks Chevrolet-Cadillac, Concord NH
- Liberty GMC, Peoria AZ
- Alpine Buick GMC, Littleton CO
- West Point Buick GMC, Houston TX
- Sweeney Buick GMC, Youngstown OH
- Lafontaine Buick GMC of Ann Arbor
- Yates Buick GMC, Goodyear AZ
- Bob King Buick GMC, Wilmington NC
- Hall Buick-GMC, Tyler TX
- Alpine Buick GMC South, Colorado Springs CO



- Paul Conte Cadillac, Freeport NY
- Genesis Cadillac, Saint Claire Shores MI
- Holman Cadillac, Mount Laurel NJ
- Cadillac of Bellevue, Bellevue WA
- Marvin K Brown Cadillac, San Diego CA
- Bical Auto Mall, Brooklyn NY
- Cadillac of New Orleans Metairie LA
- Romain Buick GMC, Evansville IN
- Rickenbaugh Cadillac Company, Denver CO
- Star Buick GMC Cadillac, Quakertown PA



Two of our own Team Members are Being Honored at NAMAD

Maurice Williams is being honored with the Lifetime Achievement Award

Maurice Williams, General Manager of Sales Support at the RenCen in Detroit, is being honored at this year's NAMAD meeting. Maurice is being presented with a Lifetime Achievement Award.

Alicia Boggs Is NAMAD's Woman of the Year!!!

Alicia Boggs, the Portfolio Retention Manager at the RenCen in Detroit, is being honored at this year's NAMAD meeting. Alicia is being presented with the Woman of the Year Award.

Congratulations to our very own Maurice Williams and Alicia Boggs!

Enjoy a Safe and Happy Holiday from the National Council of Safety

Holiday safety is an issue that burns brightest from late November to mid-January, when families gather, parties are scheduled and travel spikes. While the holidays might look a little different this year due to the pandemic, smaller outdoor or indoor in-person gatherings are still possible if everyone agrees to maintain a safe distance, refrain from sharing objects and only gather with people from the same local area or community. [Here are some basic guidelines.](#) Following is additional advice on ensuring your family remains safe and injury-free throughout the season.



2021 Bob Ross Buick GMC Breast Cancer Awareness

Another successful Breast Cancer Awareness walk organized by Bob Ross Buick GMC. The American Cancer Society's 2021 Making Strides Against Breast Cancer Walk was held on Saturday, October 16th at Island Metro Park. This was the first time that the event was held at this new location and it was a success. The Norma J. Ross Memorial Foundation, Pink Ribbon Driven and the Bob Ross Auto Group were well represented with volunteers, staff and supporters. We are happy to report that we were able to raise nearly \$10,000 in merchandise sales and signed up over 20 women to get mammograms! The entire reason that we do this is to give women a fighting chance against breast cancer through education, early detection which includes making mammograms accessible, and by funding research efforts. There is definitely more to do and with your continued support we can continue to positively impact the lives of many women and their families. The success of the walk would not have been possible without the commitment and support of our volunteers. Thank you to everyone who came out and helped to service the community.



General Motors Head Mary Barra Talks Leadership and Tips for



Mary Barra was recently featured on the JP Morgan Women on The Move Leadership Day Podcast where she spoke about tips and gave leadership guidance to women.

[General Motors head Mary Barra talks leadership and tips for women · Women on The Move Podcast \(spotify.com\)](https://www.spotify.com/podcast/women-on-the-move)

November is Native American Heritage Month!



Every year on **November 1**, Native American Heritage Month is celebrated to honor the remarkable Native Americans who have contributed a lot to improve the character of the nation. This month is also referred to as the **American Indian and Alaska Native Heritage Month**. November is the **time to rejoice in diverse and rich cultures, histories, and traditions and to appreciate the great contributions of the Native Americans**. This month allows us to spread awareness about tribes or to educate people about the various challenges faced by the Native Americans in the past and today. Throughout this month, we commit to keep on supporting the remaining Native American tribes and let the world know about their sacrifices.

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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TERM ENDS:
December, 2023



TERM ENDS:
December, 2021

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TERM ENDS:
December, 2021



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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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WOMEN'S RETAIL NETWORK
Women's Dealer Advisory Council