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A MESSAGE FROM YOUR COUNCIL

Dear Women's Retail Network,

I hope this letter finds you well and thriving in your businesses. I wanted to provide you with an update on what the council has been working on over the summer.

Firstly, I wanted to assure you that our council is working diligently on your behalf, addressing any challenges that may arise and advocating for your interests.

We are continuously striving to enhance our dealers communication and support systems with GM Leadership, ensuring that you have a dealer partner mentality with GM so we can all excel in our businesses.

I am pleased to report that we have been actively working on current business issues that directly affect us as dealers as a council. Our hot topics constantly move and change based on feed back from you, the dealers.

Some of the items that we have been addressing currently are:

- New ordering system
- Vehicle Availability
- Parts Availability
- GM Card
- Recalls
- EBE/SFE
- Logistics
- And much more

This is a testament to the unwavering commitment that we have to our roles on the council as your regional representatives. If you have any specific concerns or suggestions, please do not hesitate to reach out to me or any member of the council.

In conclusion, I am immensely proud of the progress we have made as a network of GM Women dealers. Your hard work and dedication have not gone unnoticed, and I am confident that together we will continue to achieve great things.

Mary Jo Wheeler-Schueller,

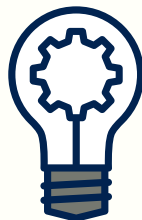
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Mary Jo Wheeler-Schueller
CHAIR OF WOMEN'S DEALER
ADVISORY COUNCIL



20 GROUP

Q2, Best Idea*A Quarterly Message from a NADA 20 Group Moderator*

A DEALER MAKING BDC CALLS

Best Ideas are often well-thought-out processes that don't require much investment or a commitment to a new vendor, just good efforts done the right way with some very good results at the store. One of the recent winning ideas came from an engaged Dealer that had developed a Service BDC follow-up system. They have been using the process for over 3 years with great success.

Each day the BDC pulls the list of all ROs closed the previous day and makes follow-up calls. They are speaking with about half of all the customers and find that 90% are happy with the dealership and the service they received. Any unhappy customers get a call from the Dealer, not the Service Manager or the BDC Manager but the Dealer.

The Dealer said he only gets about 3% of their customers to call monthly. He stated that he consistently has customers shocked that the Dealer was calling, and most downplayed their issues once they found out the Dealer cared enough to call and follow up.

Some issues needed work to correct, but the customers have gladly allowed them to fix the problem and are satisfied customers. Their CSI in Service is top in their district, and he said many would end up discussing trading vehicles or asking about new products once they know the Dealer cares. Complaints have dropped way down, and now he has the BDC also doing follow-up calls to customers that dropped their vehicles off for service at night by calling them just after 8:00 am to let them know they have received the car and service will follow up with them later that morning.

The results are happier loyal customers, great CSI, repeat customers, and fewer problems, something we all want to build into our culture.



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PARTNER HIGHLIGHT:



CENTER OF LEARNING HAS LAUNCHED A COURSE FOR SALES !

Consultants new to their role within the last 1–2 months. Sales Consultants and Managers, come see what it's all about at the official launch of this new virtual classroom training!

This live training session will supplement the new hire training provided by your dealership. It covers automotive fundamentals, sales competencies, brand essentials, GM resources and more. The training includes relevant, real-world information and skills to prepare new Sales Consultants for a successful and rewarding automotive career, not just a job.


The Sessions are hosted on the second and third Wednesday of every month at 12:00 - 1:30 p.m. EST.

We hope to see you there – click [HERE](#) to enroll!

READY, SET, EXCEL!

WRN KEY OBJECTIVES | Q2, 2023 OVERVIEW:

Profitability, Growth and Retention

2023 OBJECTIVE	2023 ACTUAL
<ul style="list-style-type: none">○ 10 Net Women Appointments○ 5 Vetted and Approved WRN Candidates <i>(1 Per Region)</i>○ WRN Profitability outperform GM Dealers Overall○ Increase WRN DPS scores compared to 2021○ Increase Participation in<ul style="list-style-type: none">○ 20 Groups○ Quarterly Variable & Fixed Ops Forums○ Successfully execute Driven 2023	<ul style="list-style-type: none">○ +11 Net Women Appointments○ 11 New Candidates<ul style="list-style-type: none">○ 77 Vetted and Approved WRN Candidates○ 92.2% of WRN Dealers are profitable compared to all GM Dealers of 93.9%; NPBBT of \$2,284,199 for WRN Dealers compared to all GM Dealers at \$2,507,609○ WRN DPS Q1 2023: 97.30 WRN DPS Q1 2022: 98.38 ○ 20 Group – 2 New Members○ Variable Fixed Various Trainings<ul style="list-style-type: none">○ 2 Cadillac Leadership Sessions



The GM Women's Retail Network (WRN) is a diverse dealer network that matters greatly to GM and to the customers they serve.

The Women's Retail Network invites you to become a member. Feel free to pass this on to other Women interested in knowing more about this unique Network of Women working in the GM Automotive industry.

Click on the link below to learn more and to join.

[CLICK HERE](#)

WRN QUALIFICATIONS:

The WRN is comprised of every female dealer and department manager in GM's retail network.

- To qualify as a WRN Dealer, a woman must be the P3 with at least 15% ownership or must own 50.1% of the dealership.
- To qualify as a WRN Affiliate or manager member of WRN, there are no ownership, ethnicity requirements or fees associated with membership in WRN.

Welcome

gm Business

Q2, 2023 NEW WOMEN (WRN) DEALERS



- **McKenzie N. Hatfield**, Jay Hatfield Chevrolet, GMC of Pittsburg, Frontenac, KS
- **Terishka E. Franco**, Granite Buick, Rapid City, IA
- **Ashley Barton**, Stephens Chevrolet, Oak Hill, WV

Q2, CYTD 2023 | TOP 10 WRN DEALERS BY BRAND

gm women's retail network



- CYTD Thru March 2023 Retail Sales **70,210**
- **94.6%** of WRN dealers are profitable
- Avg NPBB&T of over **\$2.3M**
- Operating Profit above **\$1.2M**
- ROS of **3.62%**
- Sales Volume: **491**
- PVR of **\$3,021**
- Fixed Coverage of **61.3%**

1. Feldman Chevrolet of Novi
Novi, MI
2. Bowman Chevrolet
Clarkston, MI
3. Roseville Chevrolet Roseville,
CA
4. DePaula Chevrolet
Albany, NY
5. Banks Chevrolet-Cadillac
Concord, NH
6. Shea Chevrolet Flint, MI
7. Sames Laredo Chevrolet
Laredo, TX
8. Schumacher Chevrolet INC.
Little Falls, NJ
9. West Herr Chevrolet of
Rochester Rochester, NY
10. Parkway Chevrolet
Tomball, TX



1. Liberty Buick Peoria, AZ
2. Cardinal Buick GMC Inc.
Belleville, IL
3. Shea Buick GMC Flint, MI
4. Ed Morse Sawgrass Auto Mall
Sunrise, FL
5. Alpine Buick GMC Littleton,
CO
6. Mike Smith Buick GMC
Lockport, NY
7. Yates Buick GMC Goodyear,
AZ
8. Matick Buick GMC Southfield,
MI
9. LaFontaine Buick GMC of Ann
Arbor Ann Arbor, MI
10. LaFontaine Chevrolet Buick
GMC of St. Clair China
Township, MI



1. Liberty GMC Peoria, AZ
2. Banks Chevrolet-Cadillac
Concord, NH
3. Alpine Buick GMC Littleton,
CO
4. Yates Buick GMC Goodyear,
AZ
5. Bob King Buick GMC Inc.
Wilmington, NC
6. Shea Buick-GMC Flint, MI
7. Ed Martin Buick GMC Carmel,
IN
8. Alpine Buick GMC South
Colorado Springs, CO
9. Hall Buick GMC Tyler, TX
10. LaFontaine Buick GMC of Ann
Arbor Ann Arbor, MI



1. Paul Conte Cadillac Freeport,
NY
2. Ed Morse Sawgrass Auto Mall
Sunrise, FL
3. Ed Morse Cadillac Delray
Delray Beach, FL
4. Genesis Cadillac Saint Claire
Shores, MI
5. Ed Morse Cadillac Tampa
Tampa, FL
6. Ed Morse Bayview Cadillac Ft.
Lauderdale, FL
7. Ed Morse Cadillac Brandon
Brandon, FL
8. Cadillac of Bellevue Bellevue,
WA
9. Bergey's Cadillac Plymouth
Meeting PA
10. Holman Cadillac Mount Laurel,
NJ

GM CONFIDENTIAL



WRN|Q2, 2023 GM PERFORMANCE HIGHLIGHTS

Q2 Highlights:

- General Motors sold 691,978 vehicles in the U.S. including 15,642 EVs
- Second-quarter sales increased 19%: retail up 15% and GM Envolv (BrightDrop and Fleet) up 34%
- All GM brands earned double-digit sales growth – Chevrolet up 17%, Cadillac up 15%, Buick up 48% and GMC up 18%
- GM Envolv was No. 1 in total fleet sales and had its best commercial sales year-to-date since 2007
- The second quarter total U.S. industry SAAR was an estimated 16 million
- Incentives and inventory remained flat compared to the first quarter

First Half Highlights:

- General Motors sold 1,295,186 vehicles in the U.S. including 36,322 EVs
- Sales increased by 18% for the 4th consecutive quarter of retail share growth
- GM is on track to expand truck leadership with 581,114 pickups and full-size SUVs delivered
- GM earned #1 in J.D. Power's 2023 U.S. Initial Quality Study for the second consecutive year
- The Chevrolet Trax continues to fill the void left by Honda, Toyota and Ford in the small SUV segment with more than 50% of sales being conquest customers.
- More than half of all GMC Sierra HD, LD, Canyon, Chevrolet Colorado, Tahoe and Suburban sold were premium trims

gm diversity dealer relations

Meet our NEW Management Team



TIA HARDEMAN, DIRECTOR, comes to the Dealer Diversity Team with 28 years of automotive experience. Field experience dominated the first half of Tia's GM career as she has represented all GM brands as a District Sales Manager in multiple markets in rural and metro areas. Most recently, Tia comes from GM's West Region where she served as Regional Manager Business Operations. Prior to her brief stint in California, Tia had multiple leadership roles in the Northeast Region in Field Operations Management and Dealer Network. Tia's time in the Northeast prepared her for the role as her work was consumed with identifying and vetting minority and women candidates for opportunities in the region. Tia's most fulfilling work in the Northeast Region was in appointing minority candidates to key locations in the Pittsburgh, Washington, D.C., North New Jersey, and New York metro markets. Tia looks forward to supporting the MDD dealers in her new role.



JENIFER SCHMIT, SENIOR MANAGER joins Dealer Diversity from Chevrolet's Retail Marketing team. While at Chevrolet she led the Go-To-Market Strategy across all of the agencies collaborating with the sales and regional field teams. She is most proud of the Dealer Digital Advisory Board which she co-chaired. This was one of the most influential boards she had worked with. During this time, she was able to make long lasting change within the organization including transforming Chevrolet's Digital reporting through the introduction of a new digital dashboard as well as piloting and testing new initiatives and tactics to optimize the digital spend for the LMAs and dealer partners. She joined Chevrolet after working in Customer experience at Cadillac as well as a jaunts at Honda, Ford and Lincoln.

gm women's retail network

2023 WOMEN'S DEALER ADVISORY COUNCIL

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MEMBER EMERITUS

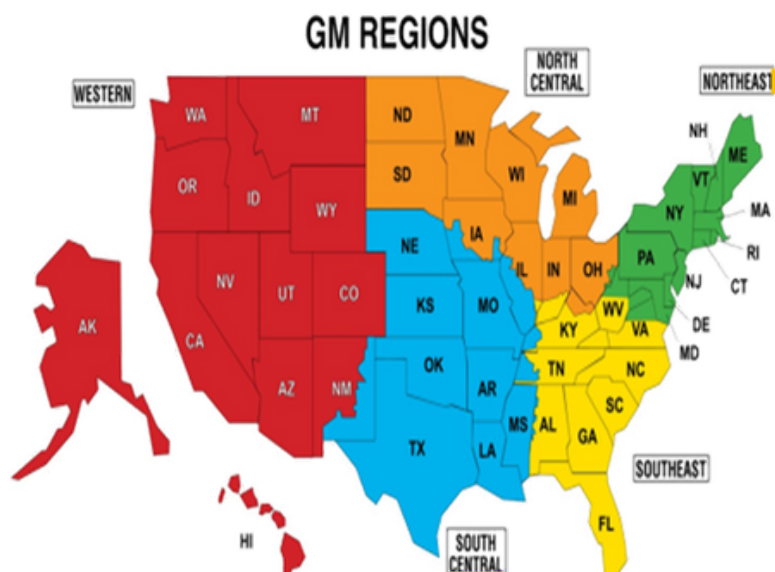


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