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gm women's retail network

2024 WOMENS DEALER ADVISORY COUNCIL

**EVE KNUDTSEN****WDAC Chair,**
*Western Region*Knudtsen Chevrolet
1900 Polston Avenue
Post Falls, ID**KRISTY ELLIOTT****Vice Chair,**
*Southeast Region*Sunshine Chevrolet
100 Thunderland Circle
Arden, NC

Congratulations to New 2024 WDAC Chair, Eve Knudtsen and Vice Chair Kristy Elliott. Eve and Kristy will help lead the 12 member Dealer Council over the next two years. The Women's Dealer Advisory Council represents over 318 GM Women Retail Network Dealerships.

See all 2024 Women's Dealer Advisory Council member on Page 2.

**WOMENS DEALER ADVISORY COUNCIL MEMBER****TAMMY FLOYD***Southeast Region*Bell and Bell GMC
2491 Highway 9 East
Little River, SC

Congratulations to Tammy Floyd, dealer of Bell and Bell GMC in Little River, South Carolina. Tammy was recently elected to the 2024 GM Women's Dealer Advisory Council in November, 2023. Tammy is one of two dealers representing the Southeast Region. There are 138 Women Dealers in the Southeast region.

gm women's retail network

2024 WOMEN'S DEALER ADVISORY COUNCIL

NORTH CENTRAL REGION



TBD
WDAC JANUARY 2024
ELECTION



MARLA FELDMAN
Feldman Automotive
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marla@feldmanauto.com
End of Term: December 2026

NORTHEAST REGION



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End of Term: December 2025

SOUTHEAST REGION



**VICE-CHAIR
KRISTY ELLIOTT**
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SOUTH CENTRAL REGION



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WESTERN REGION



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End of Term: December 2026



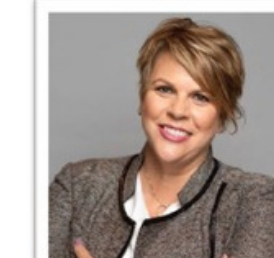
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CANADA



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MEMBER EMERITUS



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Wheeler's Chevrolet of Medford, Inc.
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Save the Date

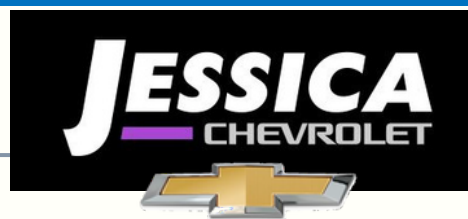
August 26-28, 2024

Nashville™

**2024 gm Summer Dealer Business Meeting
DRIVEN**

**ENROLLMENT OPEN:
END OF MARCH , 2024**

DEALER HIGHLIGHT:



WELCOME NEW WOMEN'S RETAIL NETWORK DEALER!



**JESSICA STAHL, DEALER
MOLYE CHEVROLET**

115 W MAIN ST,
HONEOYE FALLS, NY 14472



LONG TIME ROCHESTER-AREA CHEVROLET DEALER UNDER NEW OWNERSHIP & NEW NAME.

Molye Chevrolet, in Honeoye Falls, New York is under new ownership. Jessica Stahl (33) of Brockport, New York acquired the longtime Honeoye Falls Chevrolet point on Monday, September 25th, 2023.

The all-new Jessica Chevrolet will continue to deliver the same, welcoming customer experience that Molye customers have enjoyed for years. Including the same great staff & convenient location while adding a larger selection and competitive pricing.

Jessica will be one the youngest Woman Dealers in the Northeast region, and one of the few female dealers in the country with women representing less than 10% of GMs dealers. She has a unique background and has grown up in the business starting out at Bob Johnson Chevrolet as soon as she could drive. In the middle of her career, she worked for General Motors as District Manager for both sales and service, which provided her with extra experience in a large number of dealerships of all different styles and sizes. Her family and home is very important to her so she decided to settle down back in Rochester and continue her career growth by working and attending the NADA Dealer Academy. She's learned a lot from the many mentors she has had throughout the years, and she looks up to her Dad and Brother, Greg and Zach Stahl, who are also dealers and set the highest standard. She was taught early on that the most important thing is that you care about your employees and your customers and that if you help everyone else get what they want, you'll get what you want.

Jessica also had this to say...

"I'm glad that I waited to buy a dealership until I had an opportunity like this one. It's not every day a store like Molye becomes available. I feel lucky to be in this position in a great community with an already amazing team. I'm excited to use everything I've learned so far in my career to bring success to the store"



20 GROUP

Q4, Best Idea



A Quarterly Message from a NADA 20 Group Moderator

Proactive Approach to Pre-Owned Acquisitions

Looking back on the pandemic, who could have predicted we'd be where we are now? From those early days when we weren't 'essential' to the later days of record-high profits, we were filled with uncertainty that continues today. A top issue now is the state of our pre-owned car inventories. With 10 million fewer cars on the road, an average vehicle age of 12 years, higher auction costs, and less desirable trade-ins, sourcing options are limited. It will also be some time before lease trade-ins will be a reliable source for pre-owned inventory. Dealers must be creative about acquiring quality inventory and explore unconventional options for the foreseeable future.

One proven solution is to commit to a full-time, fully supported Direct Vehicle Buying Specialist who can implement a consumer direct buying process. The Specialist provides personalized attention and expertise for all pre-owned vehicle sale inquiries, including trade-ins, to promote a straightforward and transparent experience. To ensure success, dealers must use a consumer-friendly digital buying tool that allows customers to complete their transactions online. It is also critical to maintain consistent communication and enhance employee and customer awareness by holding regular cross-department meetings and trainings.

The acquisition of pre-owned inventory looks very different today than it did five years ago. The days of sitting on your computer and buying cars from the auction are over. Many owners have a unique vehicle story, and 56% of customers name their cars, which means that Buying Specialists must recognize the personal connection that people have with their vehicles. Owners have access to numerous resources when estimating the value of their vehicle, so a dealership may only get one chance to make an offer. Much like the real estate mantra of "location, location, location," Buying Specialists need a "listen, listen, listen" philosophy so they can personalize the customer experience and keep them engaged.

Exceptional Buying Specialists make as many offers as they can and employ a wide variety of sources, including your current customer database and pre-owned vehicle websites. Your Specialist can optimize OEM and third-party trade equity programs and help you promote them better in your service drive. The Specialist's laser focus on the pre-owned car market offers your dealership a competitive advantage as they become experts on the nuances and finer points of the landscape. Your Specialist can differentiate themselves by listening, making an offer on every car, and leveraging the customer's personal story.

It's essential to hold your Buying Specialist accountable for both training and compensation purposes. Manage their pay plan between cars acquired and gross.

Regularly review missed trade reports with the Specialist to help them grow and ensure that every sale is captured in the future. Measure their performance by tracking every lead, offer, and purchase. Analyze conversion percentages and gross profits generated, including in the service department, as well as the buying center's return on investment. Use these figures to help the Specialist improve performance and adjust processes as needed.

Many dealers have already taken steps to address the impact of the pandemic on their pre-owned inventories. Industry leaders will distinguish themselves from their competitors by personalizing the customer experience with a totally focused pre-owned market expert who understands the value of listening. Watch as your Direct Vehicle Buying Specialist shifts the paradigm in your dealership from reactive to proactive and propels your pre-owned vehicle inventory to the top of your market.



Kolleen Tehan
Dealership Management Consultant | 20 Group
National Automobile Dealers Association

WRN 20 Group

SHARE IDEAS.
SHARE INSPIRATION.
BOOST PROFITS.

WHAT ARE 20 GROUPS?

WRN 20 Groups are comprised of up to 20 non-competing GM women Dealer Operators or Executive Managers. These groups participate in extended face-to-face meetings up to three times a year in a setting away from dealer operations to focus on improving business performance.

BENEFITS

- On average, dealers enrolled in 20 Group earn 30% more money than non-participants
- Opportunity to network with industry leaders
- Focused time to analyze day-to-day operations
- Ability to explore new profit opportunities
- Financial comparisons of your dealership against average and best-in-class dealers

PARTICIPATION

- All WRN members are eligible to participate
- GM covers enrollment costs and monthly fees for first year
- Group meets in person up to three times per year (1.5 days); conducts conference calls and private communications between meetings
- Meetings focus on operational challenges, exchanging ideas, succession planning and sharing best practices
- Additional enrollment information can be requested from: NADA 20 Group at 20group@nada.org

ENROLL TODAY

KRYSTAL TEAMER

Dealer Performance Manager, Minority Dealer Development
krystal.teamer@gm.com



NATIONAL AUTOMOBILE DEALER ASSOCIATION
800.557.6232 | nada.org

MEET YOUR CONSULTANT



DEBBIE LETCHER

Dealership Management Consultant

Debbie has 35-plus years of auto industry experience. She advanced through the ranks and gained a reputation for generating business results while growing and inspiring high-performing teams.



ERIC DREISBACH

Dealership Management Consultant

Eric has 35-plus years of auto industry experience. He excelled in various positions in the dealership and helped the family operation grow to include five locations.



KOLLEEN TEHAN

Dealership Management Consultant

Kolleen is a visionary executive with a distinguished career in the Automotive and Insurance Industry. Her diverse skill set includes effective communication, persuasive selling, and exemplary leadership within management teams.

YEAR IN
2023
REVIEW

2023 Summer Business Meeting

August, 8-10, 2023



Over 200 participants from 100+ dealerships across the U.S. and Canada attended the 2023 Summer Business Meeting | DRIVEN event. The event was held at the beautiful Hilton Orlando, Orlando, Florida. This event brought both our Women's Retail Network (WRN) and Minority Dealer Development (MDD) Dealers together for an exciting meeting focused on providing tools and resources to improve their business in such a highly competitive automotive retail space.

Thank you!

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TEKION

Bronze Level Sponsors



TeamVelocity®



YEAR IN
2023
REVIEW

2023 Scholarship *Recipients*



REBECCA COATES-LAPIDARIO

Newport, RI
University of Maryland
Global Campus
Sponsored by:
Marchex and Solaris



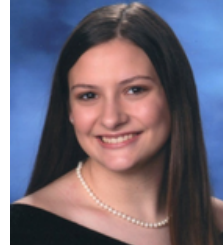
MARIAH ERICKSON

Spokane Valley, WA
College of Southern
Idaho
Sponsored by:
Knudtsen Chevrolet



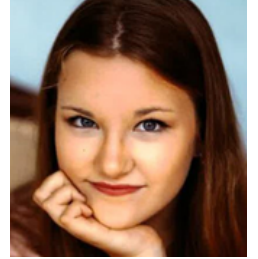
BRITTANY GALLAGHER

Fort Worth, TX
University of Phoenix
Sponsored by:
Agency 720 and Celeste
Briggs scholarship



BETHANY GRAY

Sikes, LA
Louisiana Tech
University
Sponsored by:
Sunshine Chevrolet
and NADA



KELLI HELMER

Ames, IA
Des Moines Area Community
College
Sponsored by: Sunshine
Chevrolet and CDK

Learn more about the
WRN Drive to Succeed Scholarship
program



ALEXIS KALAFALA

Rhinebeck, NY
Columbia Green
Community College
Sponsored by: Maryann
Wheeler Memorial
Scholarship



MIKAYLA LAUX

St. Charles, MI
Northwood University
Sponsored by:
Feldman Automotive
Group



CLAUDIA MORALES

Norristown, PA
Camden County College
Sponsored by: Norma J.
Ross Memorial
Scholarship



KEELEY WHITMER

Cumming, GA
Southern Illinois University
Carbondale
Sponsored by: Gilbert
Chevrolet and Pro
Consulting




GRACE STEIN

Ontario, CANADA
Georgian College
Sponsored by: GM
Financial

WRN KEY OBJECTIVES | Q4, 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 2022○ 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">○ +18 Net Women Appointments<ul style="list-style-type: none">○ 16 New Vetted and Approved WRN Candidates○ 87 New Vetted and Approved WRN Candidates○ 94.1% of WRN Dealers are profitable compared to all GM Dealers of 93.9%; NPBBT of \$2,268,093 for WRN Dealers compared to all GM Dealers at \$2,421,322○ WRN DPS Q3 2023: 100.82  WRN DPS Q3 2022: 99.10○ 20 Group – 7 New Members



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.



Q4, CYTD 2023 | TOP 10 WRN DEALERS BY BRAND

gm women's retail network

- YE 2023 Retail Sales 115.513
- 94.1% of WRN dealers are profitable
- Avg NPBB&T of over \$2.2M
- Operating Profit above \$1M
- ROS of 3.36%
- Sales Volume: 518
- PVR of \$2,934
- Fixed Coverage of 61.8%



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



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



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. Ed Martin Buick GMC Carmel, IN
7. Shea Buick-GMC Flint, MI
8. Alpine Buick GMC South Colorado Springs, CO
9. LaFontaine Buick GMC of Ann Arbor Ann Arbor, MI
10. Hall Buick GMC Tyler, TX



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

GM CONFIDENTIAL

Q4, NEW WOMEN RETAIL NETWORK (WRN) DEALERS



BUICK



- **SUSANTY ROBERTS**, Roberts Chevrolet GMC, INC., Thomasville, AL
- **MARLA S. FELDMAN**, All American Chevrolet, Muncie, IN



Q4, 2023 GM PERFORMANCE HIGHLIGHTS

2023: Strong Demand Drives Market Share Growth

- 16 million (est.) vehicle U.S. industry total
- Grew total market share 0.3 ppts. to 16.3% (est.) with ATPs that are 112% of the industry average and incentives that are 9% of the industry average
- Increased total sales for six consecutive quarters, with total EV sales of 75,883 units (up 93%)
- 456,686 vehicles in inventory¹ on target with GM objective

2024: GM Momentum Continues

- Forecasting 16 million vehicle U.S. industry total
- Scaling production of Cadillac LYRIQ, Chevrolet Silverado EV, GMC HUMMER EV, Chevrolet Blazer EV
- New EVs launching include the Chevrolet Equinox EV, Cadillac Escalade IQ, Cadillac CELESTIQ, Cadillac OPTIQ
- New or redesigned ICE models launching include the GMC Acadia, Chevrolet Equinox, Buick Envision, Chevrolet Traverse, Cadillac CT5, GMC Yukon, Chevrolet Tahoe, Chevrolet Suburban

1As of Jan. 2, 2023

Growth Across All Brands

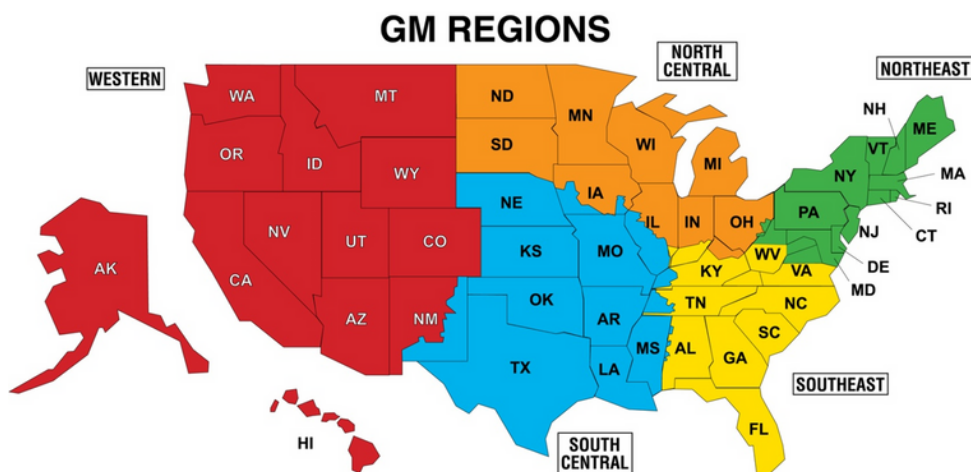


2023 Highlights				
<ul style="list-style-type: none">• Sales up 13%• Silverado highest-ever ATPs led by fast-turning off-road capable trims and increased loyalty• Record year for combined Bolt EV and Bolt EUV sales, up 63% (62,045 units)• Record sales of crossovers (up 36%), led by Trax (up 311%) and Trailblazer (up 82%)• Tahoe #1 in segment with sales up 4%, best since 2007• Suburban sales up 4%, best since 2018	<ul style="list-style-type: none">• Sales up 9%• Best total sales since 2019, best retail sales since 2017• Record year for CT5 sales (up 17%) and record retail sales for CT4• Escalade sales up 4%, best since 2007• Record year for V-Series and Blackwing sales, up 55%	<ul style="list-style-type: none">• Sales up 61%, including much higher sales per dealer• Fastest-growing mainstream brand in the industry• Encore GX sales up 92%• Envision sales up 71%• Envista off to a fast start with 13,302 units sold• Record sales of Avenir luxury trim, now offered across all Buick models	<ul style="list-style-type: none">• Sales up 9%• Best total sales since 2019, best retail sales since 2017• Best-ever Sierra sales (up 22%) and retail market share• Sierra's record ATPs lead the full-size pickup segment• Record sales of AT4 and Denali	<ul style="list-style-type: none">• Sales up 20%, #1 in commercial fleet deliveries for the 2nd straight year• Government sales up 28%, best since 2012• GM won both 2023 Automotive Fleet Car and Truck of the Year awards: Chevrolet Bolt EV was first EV to win; Chevrolet Silverado won for 5th time• Chevrolet Blazer EV first GM EV to earn i certification, outper Ford's Mustang Mach-E
Fourth Quarter Highlights				
<ul style="list-style-type: none">• Sales down less than 1%, compared to strong Q4 2022• Record sales for Trax and Trailblazer• Equinox sales up 20%	<ul style="list-style-type: none">• Sales down 7%, compared to strong Q4 2022• Best LYRIQ sales since launch	<ul style="list-style-type: none">• Sales up 57%• Enclave sales up 42%• Envision sales up 23%	<ul style="list-style-type: none">• Sales down less than 7%, compared to strong Q4 2022• HUMMER EV sales up 74% compared to third quarter	<ul style="list-style-type: none">• Sales down 31%, which reflects the impact of the UAW strike on Commercial deliveries, compared to strong Q4 2022

^{*}All comparisons are year-over-year, unless otherwise noted
¹Average lap time, high-speed acceleration and performance consistency in Michigan State Police test

gm Additional Dealer Network Contact Information

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SOUTH CENTRAL	ANDREW J. HAGER Cell: 248.514.0318 andrew.j.hager@gm.com
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DEL DOBBS-LONGS

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