



BUICK

Buick Motor Division
General Motors Corporation
Southwest Region
130 E. Carpenter Fwy., Ste 175, Irving, TX 75062
P.O. Box 660116, Dallas, TX 75266

June 5, 1998

Mr. Donald R. Signer
Signer Buick Cadillac
39639 Balentine Drive
Newark, CA 94560

Dear Don:

Buick has a renewed focus on market share. Particularly in a state like California, we have come to realize that getting "cars on the road" is a powerful and productive form of advertising. In Northern California, Buick's share of the retail market is up .2 points through March. Following is a recap of your performance versus zone and national:

	Share of Buick Seg.	Share of Total Mkt	Retail Reg.	Reg. Eff.	Retail Sales	Sales Eff.
Newark	5.0	2.4	48	73.8%	42	65%
San Francisco	5.8	2.7	1312	81.6%	1282	80%
National	9.1	5.2				

Don, for the 1997 calendar year your retail sales effectiveness was 88%. We are very concerned with the negative trend in your performance as it relates to Buick's overall presence in Northern California.

Buick made its national sales objective by just *one* unit in May; therefore, each and every delivery was important and appreciated. The San Francisco Zone came in at 100.7% to their retail objective, with a 14% increase in sales over last May.

Our records show that you sold 17 Buicks in May, which resulted in your dealership achieving only 85% of its retail sales objective of 20. We are particularly concerned that your calendar year sales are down 31 units or 31%. I understand that you have had some picketers that have had a negative impact on sales, but, the entire San Francisco Zone is 60 units behind 1997 and more than 50% of those sales could be accounted for from your dealership.

• Memphis

• Dallas

• Houston

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As we move into the summer selling season, I encourage you to work closely with your District Manager to develop plans to reach your objectives and improve your market share and sales performance.

We look forward to continuing to work with you to profitably grow market share, sales and customer satisfaction!

Sincerely,

A handwritten signature in black ink that reads "K. P. Wechselberger". The signature is written in a cursive style with a large, prominent "K" and "W".

K. P. Wechselberger
Assistant General Sales Manager - Field

cc: Susan Koerber
Lyle Pennington