

SIGNER

BUICK • CADILLAC

March 19, 2004

Ms. Susan Keenehan
Zone Manager
General Motors Corporation
2527 Camino Ramon
San Ramon, CA 94583

Dear Susan:

This is to inform you that I wish to acquire the Pontiac and GMC franchises in Newark, California. This acquisition would accomplish the channeling strategy desired by General Motors, as well as allow my business to return to profitability levels made increasingly difficult in today's environment. The challenge is even greater in my market than most areas due to the rapid exodus of Buick and Cadillac's traditional owner base of older Caucasians, which have been replaced by primarily young Asian immigrants, who nearly exclusively buy Asian and European imports.

As you know, I became Fremont's first Buick dealer in 1980, building the business from scratch, including a new facility that took over a year to build. In 1990, I became Fremont's first Cadillac dealer. In 1995, I moved into my new current facility after an 8 year project beginning with the concept of the Fremont Auto Mall, then ending in Newark at General Motors' request.

Prior to 1980, I was sales manager at my mother's Buick-Cadillac-GMC dealership in Corvallis, Oregon, since my graduation from college in 1972. My mother added Pontiac after my departure, and remained in business before retiring in 2003. My mother had acquired my father's business in December, 1970, after the sudden death of my father. Prior to being a dealer in Corvallis, my father had been employed by Pontiac Motor Division since my birth.

My entire career, as well as that of my parents, has been with General Motors. I have remained loyal to General Motors, and survived some very difficult times, while only three Buick dealers and one Cadillac dealer in the entire San Francisco Bay Area remain from when I began business. Many of those dealerships have changed multiple times during my years in business.

During my years as a dealer I feel I have represented



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General Motors well, consistently exceeding state average market effectiveness in the '80's and early '90's. Since then, we have normally been either effective or within 10%, despite a local demographic profile rapidly approaching 50% Asian and Indian, more than four times the state average to which we are compared. Our customer satisfaction scores have consistently remained above average, other than the occasional brief temporary down cycles all dealers experience.

I hereby request, and would appreciate, General Motors' assistance in my acquisition of the Pontiac and GMC franchises.

Sincerely,

A handwritten signature in cursive script that reads "Donald R. Signer". The signature is written in dark ink and is positioned above the typed name and title.

Donald R. Signer
President

cc: Dan Meyer, GM Dealer Network Planning