



General Motors

March 25, 2004

Mr. Donald R. Signer
Signer Buick Cadillac
39639 Balentine Drive
Newark, CA 94560-5377

Dear Don:

This is a follow-up to our meeting and your letter dated March 19, 2004 whereby you expressed interest in acquiring the Pontiac and GMC franchises in Newark, California.

As you state in your letter a Buick Pontiac GMC Cadillac dual is consistent with General Motors channel strategy. Other considerations that we discussed are that Ken Okenquist currently holds the franchise and owns the Pontiac GMC facility in Newark, California. If you would like the franchises you need to be negotiating with Ken. I have advised Ken Okenquist of your desire to acquire the Pontiac and GMC lines.

If you and Ken Okenquist were to come to an agreement you would need to meet or exceed General Motors' sales, CSI, capitalization and profitability criteria and have a facility that meets the minimum space requirements.

Finally, in our meeting we discussed the diversity of the market and your frustration and inability to attract the growing Asian and Indian base to your dealership. Based on our discussion, I question that more franchises are the answer.

Sincerely,

Susan Keenehan
Zone Manager

Cc: Dan Meyer