

Daniel John O'Connell, Safety Consultant

[REDACTED]  
Fremont, CA 94538-1132

January 10, 2008

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

Re: Recent comments made at Fremont Pontiac GMC

Dear Don,

This letter is to inform you about a series of recent comments made about Signer Cadillac, at Fremont Pontiac GMC, in Newark. On Christmas Eve, December 24, 2007, while test driving a used vehicle, their salesman Ben Beery made some unusual statements about your business.

After I completed the vehicle drive test, Mr. Beery began to inquire about my Cadillac DTS, parked adjacent to the display lot. He wanted to know if I had purchased the car used, and I told him that our family regularly purchases a new Cadillac every couple from Signer. It tickled me to say that we're faithful customers and that your dealership is the only place we would ever go to buy a Caddy.

At that point Mr. Beery responded by saying, "Are you aware that Signer Cadillac is history, it's only a matter of time before we take over Don's store." I asked him if he was sure about what he was saying, and he came back with, "Fremont Pontiac GMC owns several dealerships including one in Dublin, and several other locations around the Bay Area. Don Signer has been on the skids for several years, and we are (Fremont Pontiac GMC) going to buy him out this year." In disbelief, I told him that he should be more careful when talking about local businessmen, especially a person like Don Signer with high integrity.

I personally feel that his comments were not only unprofessional, but highly inappropriate considering the proximity. I can honestly tell you Don, that as a fellow businessman I would certainly want to know if someone was making defamatory remarks about me like this. What he (and anybody else at Fremont Pontiac-GMC) is telling people could be potentially harmful to your business. You should feel free to use this information to take action you feel is appropriate.

My family and I would like to wish you Don, and the Signer Cadillac Family a very Happy New Year and the best of luck throughout 2008!

Your friend,



Daniel J. O'Connell, B.Sc., CHST, REA