

Susan Keenehan
04/13/2005 03:07 PM

To: Herman Caruthers/US/GM/GMC@GM
Subject: Newark, CA.

Herman,

FYI - I would not recommend Hollister since it is highly Hispanic and Don Signer does not do well with diversity marketing - In Hollister Hispanic isn't even diversity it is the market. Sonoma probably would work.

Susan

----- Forwarded by Susan Keenehan/US/GM/GMC on 04/13/2005 12:05 PM -----

Maurice 1. Williams
04/13/2005 12:02 PM

To: "Ann Blakney" <ann.blakney@gm.com>
cc: "Susan Keenehan" <susan.keenehan@gm.com>
Subject: Newark, CA.

I had a chance to visit with our Cadillac / Buick dealer and he is very emotionally tied to the store. But even more than being tied to the store he has need to have something to do, somewhere to go. From my perspective it's not the money right now, it's the fact that he has nothing else to do. He also says he doesn't think he can sell his property even if he sold the franchises.

Here is what I suggest we need to look at doing here, there is a chance we can get the Sonoma store and/or possibly the Hollister store. If we can work a deal where we can get him another store at least he can remain a dealer and still have a place to go. Plus he is having a problem adjusting to doing business today. With the change in demographics (heavily Asian) he is still trying to do business the same way he did it twenty years ago.

So if we can work that angle maybe we can get on channel (BPG / K) at the Fremont Auto Mall since it doesn't look like Chevrolet is not going to go.

Also maybe we should ask Dennis to check and see what his property is worth so the next time we approach him we can have a better understanding of the situation.

What do you think about this approach?