

# SIGNER BUICK-CADILLAC CHANNELING/LOCATION HISTORY

		1987				1988				1989				1990				1991				1992				1993				1994				1995				1996				1997			
Quarter		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
Signer Brands	Buick	Buick beginning November 1980, Signer establishes Fremont's first Buick dealership																																											
	Subaru-Saab	March 1988 to June 1990																																											
	Cadillac	Letter of intent>>								LOI				Cadillac beginning June 1990, Signer establishes Fremont's first Cadillac dealership																															
Cadillac Franchise Pursuit		Talks begin 1984, Letter of Intent Oct 1989, selling begins June 1990, Fremont Auto Mall relocation required. Selling delayed due to Signer offer of Mall.																																											
Fremont Auto Mall Development - Signer		Signer co-develops Fremont Auto Mall, presents to GM, extensive Mall meetings, \$160,000 invested, Cadillac requires relocation there, GM denies financing, GM switches to Newark, all Signer's Auto Mall time and money investment wasted.																																											
Newark - Signer /Motors Holding										Possible GM Newark pursuit pre-1991				GM secretly pursues Newark				GM presents Newark, persuasion on Signer becomes pressure				Signer accepts Newark under pressure, designs, contracts Newark facility				Relocation to Newark July 1994, Holding Division (MHD) July 1994																			
Pontiac-GMC		DiGiulio Pontiac-GMC since early 1950's												Signer		DiGiulio		Bob Gee/Dee Barnes buy DiGiulio P-G & Moran Olds, Gee designs & constructs Newark facility.				Relocation to Newark May 1994, MHD buys Barnes share, Gee operates with Motors Holding. MHD abruptly removes Gee 12/97.				GM Motors Holding Division																			
GM Dealership Consolidation/Acquisition Plan																						Pric'd 2000				<<< GM announces Project 2000, formalizes existing plan for Bu-Pont-GMC together nationally				GM d consolidation Fernan															
Signer Pontiac-GMC Acquisition Attempts										Signer buys DiGiulio with plans to take to Auto Mall. GM disapproves >>				DiGiulio																		After GM takes P-O-G store, GM rejects Signer's multiple offers to buy then trade Buick/Olds. >>>													
Eerie Timing	Union Pickets																																												
GM Inducements To Signer To Trade Buick/Sell Out														Meeting - 5 GM employees against Signer. GM suggests "divorce" if Signer rejects Newark. >>>				5-man		GM repeatedly asks Signer to trade Buick for doomed Olds, Signer says no. >>>				GM tries Buick/Olds trade				Multiple GM attempts, Signer says no. >>>																	
Fremont Auto Mall (FAM) Pursuit - GM																																													
Eerie Timing	Warranty Audit																																												
	IRS Audit																																												
	GMAC Audit/"Auction Call"																																												
Signer Resolution Attempts																																													

Note: The four red timelines represent highly unusual events damaging to Signer that occurred in eerie coincidence with GM's stated goal of acquiring Signer franchises.

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1998				1999				2000				2001				2002				2003				2004				2005				2006				2007				2008				2009									
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4						
GM files bankruptcy June 2009, eliminates Signer. Signer closes December 2009.																																Buick	Signer Brands																				
GM files bankruptcy June 2009, eliminates Signer. Signer closes December 2009.																																Subaru-Saab																					
GM files bankruptcy June 2009, eliminates Signer. Signer closes December 2009.																																Cadillac																					
																																Cadillac Franchise Pursuit																					
																																Fremont Auto Mall Development - Signer																					
95, Signer operates with Motors 1995 through September 2000.																Signer buys out MHD 10/2000, resumes as independent dealer. GM files BK 6/2009, eliminates Signer, Signer closes 12/2009. All 3 Newark GM facilities now vacated after Chev move to Fremont Auto Mall. Empty Newark facility owners: Chev/Saturn - GM; Pont-GMC - GMAC foreclosed 10/2009; Buick-Cadillac - Signer.																Newark - Signer /Motors Holding																					
Holding Division																GM gives Fremont Pontiac-Olds-GMC to Ken Okenquist March 2000 with Dublin B-P-G and Colma B-P-G. Fremont Pontiac-GMC closes January 2009, all other Okenquist stores closed.																Pontiac-GMC																					
GM Motors Holding Division																																																					
dealership acquisition plan, GM begins San do Valley project 1997																9/28/99 General Motors Retail Holdings is announced, GM plan to take control of 10% of GM dealerships, later retracted as formal business model following strong dealer opposition. Dealership consolidations continue. GM files bankruptcy June 2009, eliminates approximately 1350 GM dealer operators with plans to reassign some franchises to different operators.																GM Dealership Consolidation/Acquisition Plan																					
Signer asks for P-O-G.				Clark/Hrbgr				<<< Signer asks GM VP & West Region Mgr for P-O-G, GM reveals Okenquist plan.				Signer asks GM & Oken				<<< Signer asks Oken-quist to sell Newark store, GM to facilitate, all say no.				Signer asks GM for Pont-GMC after store closes, GM says no. >>				Signer asks				Signer Pontiac-GMC Acquisition Attempts																									
Pickets 1/2-8/31				<<< 4 outside union picketers start in front of Signer the day after Bob Gee's exit, continue every day until end of August following resignation of Gee's GM-appointed replacement. Early Sept., Signer employees petition out their union, Fremont P-G employees vote union in.																																Union Pickets	Eerie Timing																
GM asks Signer to Sell				Jcksn gone				GM Trade				<<< More GM trade attempts >>>				Buick/Olds				Olds closed				<<< GM announces Olds closure 12/2000.				GM rep asks Signer to sell, Signer rejects. >>>				Meyer				Multiple methods by several GM and GMAC employees used to induce Signer's exit.																GM Inducements To Signer To Trade Buick/Sell Out	
																GM secretly pursues Signer 1991 plan Bu-Pont-GMC-Cad af FAM. Signer learns of FAM plan from Saturn dealer 10/2005.								GM buys \$13.5 mil FAM site 12/2007, & \$6.2 mil facility 7/2009, Chev moves to FAM.								Fremont Auto Mall (FAM) Pursuit - GM																					
Post audit doc reveals that 2-week audit not authorized by GM warranty home office.>>																																Warranty Audit	Eerie Timing																				
																IRS internal audit file reveals that IRS initiated audit one day after GM internal e-mail outlining Signer exit scheme.>>>								Signer ccrp.				Signer personal, 1st ever audit				2 refunds requested				IRS Audit																	
2/1/2006 GMAC secretly requires auction to call to floor each car despite 70% Signer new, used, and facility equity, perfect history. Signer learns of and exposes plot, GMAC retracts call status and 2/21/06 unjustified audit item request. GMAC Area Manager resigns. >>>																																^^ IRS audit file reveals multiple IRS discrepancies, and eerily parallel timing with GM events.								^^No IRS response				GMAC Audit/ "Auction Call"									
																Oct 2006 Signer presents amicable resolution offer, GM urges not to sue. Jan 2007, GM sr. mgt. rejects outright. >>>																Signer Resolution Attempts																					