

Don Signer Buick, Inc.

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September 11, 1987

Mr. W.E. Kindley
Zone Manager
Cadillac Motor Car Division
39465 Paseo Padre Parkway
Fremont, CA 94538

Dear Bill:

I would like to take this opportunity to thank you for taking the time to visit with me today. I apologize for my continuing "badgering" over the years, but I want to make clear my interest, as well as my confidence that I can serve Cadillac well. I felt it was critical to inform you of developments of the last few weeks, and the unique set of circumstances that offer a window of opportunity for both Cadillac and me, many of which will disappear if not acted upon soon.

This letter is to serve as a confirmation of our conversation today, and to summarize the benefits I can offer Cadillac. These benefits include:

Ongoing

- Buick sales performance history consistently in excess of 100% effectiveness.
- Excellent, established reputation and visibility in Fremont community since 1980.
- Dealership has been profitable every year of existence.
- Dealer resides in Fremont and is actively involved in community affairs.
- Dealer is young, with plans to continue business for many years.
- Dealer's entire career has been retailing GM vehicles exclusively, including Cadillac at mother's dealership from 1971 - 1980.
- Dealer has no other dealerships or business interests to divert attention from daily business operations or jeopardize its financial condition.



Temporary

- Opportunity to purchase land in Fremont Auto Center in sufficient quantity to meet Cadillac's needs.
- Opportunity to buy land at considerably less than projected price that will prevail at maturity of Auto Center, possibly resulting in prohibitive rent factor.
- Availability of a minority dealer candidate. Dealer sponsored and trained Ken McGee for Buick, and has employed since his graduation from academy.
- Availability of investment by dealer's mother under the General Motors multiple dealer investor policy.
- Flexibility to design facility as required by Cadillac: dual, separate facilities, single service/dual showroom, etc.
- Ability to begin Cadillac sales and service in existing Buick facility during development of Auto Center, if deemed desirable by Cadillac.

Bill, as I have mentioned, I feel we have been presented with a unique set of circumstances, many of which will not last long. While I understand that the progress toward the Fremont open point status is currently "in neutral," I feel that the opportunities presented herein, combined with the inherent urgency, are sufficient to put the project back into "high gear." I should add that my pursuit of the Cadillac franchise is with the full knowledge and support of Buick Zone Manager Dale Kingsbury, and Assistant General Sales Manager Knox Ramsey.

If you desire, I would be happy to bring Ken McGee with me to a meeting with you in the near future. As discussed in our meeting, it is my hope that I will hear from you soon to advise me on how best to proceed from this point.

Sincerely,



Donald R. Signer

c.c. D.H. Kingsbury
W.K. Ramsey