



Fremont

39100 Liberty Street
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Office of the City Manager

(415) 745-2700
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October 14, 1991

Mr. Chris Wolf
Zone Manager
Buick Motor Division
General Motors Corporation
39465 Paseo Padre Parkway, Suite 2900
Fremont, CA 94538

Dear Mr. Wolf:

It is widely rumored that General Motors is working with the City of Newark to relocate the GM dealerships now located in Fremont to a site in Newark. If this is true, we are extremely concerned and disappointed.

As you know, Fremont has an approved auto mall. Most common area and off-site improvements have been built. Plans are nearly complete for a new freeway interchange which will provide superior access. The first dealerships are under construction and nearly ready to open; building plans have been approved for additional dealerships. The City has renamed the main road connecting the auto mall with I-680 and I-880 **Auto Mall Parkway**, and will pay for new freeway signs.

All General Motors dealers now in Fremont, except Central Chevrolet/GEO, have shown strong interest in relocating to the Fremont Auto Mall. Don Signer Buick/Cadillac is a member of the Fremont Auto Mall Partnership. Jim Moran Oldsmobile and DiGiulio Pontiac/GMC actively participated in the planning for the Fremont Auto Mall. I personally met with many General Motors officials at your office many months ago to explain the auto mall project and to answer your questions.

General Motors has a strong corporate presence in Fremont: GM is a partner in the joint venture of New United Motors, and owns substantial land holdings around the NUMMI plant. Your own offices are located in Fremont.

In light of all the above, we do not understand why General Motors would be considering moving its dealers to Newark (which has no auto mall), especially without the courtesy of first contacting the City of Fremont to determine how we might be able to help meet your needs and those of your dealers.

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This matter is of great concern to us. In light of the record of success of auto malls elsewhere, we believe the Fremont Auto Mall offers an ideal opportunity for GM dealers to have new, modern stores on adequate size sites and to substantially increase their sales. The auto mall concept has been shown to work in favor of all participating dealers, and ours was carefully designed to give all dealers high visibility. The idea of having a true auto mall in Fremont and a General Motors-only "mini" auto mall in Newark makes no apparent sense to us or to those who are advising us on our auto mall.

I would very much appreciate an opportunity to discuss this situation with you before you finalize any plans to relocate your dealerships to Newark. I hope you will give the City of Fremont the opportunity to show you why a move to the Fremont Auto Mall would benefit both General Motors and your dealers. Please phone my office at 745-2700, and I will be pleased to meet with you at your convenience.

Thank you for your consideration.



ROGER C. ANDERMAN
City Manager

bc: City Council
Fremont Auto Mall Partnership
Director of Community Development
Finance Director