

NEWS BULLETIN

Maine Automobile Dealers Association

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TIME AND ALLY FINANCIAL HONOR BANGOR DEALER

John J. Quirk, president and CEO of the Quirk Auto Group, with dealerships in Bangor, Augusta, Belfast and Portland, has received the 2017 TIME Dealer of the Year award for Maine. Jack was one of a select group of 49 dealer nominees from across the country who was honored on January 27 at the 100th annual National Automobile Dealers Association (NADA) Convention & Exposition in New Orleans.

"These dealers have been recognized for the ways that they 'do it right' in their communities", said TIME and Ally in their joint press release. In its sixth year as exclusive sponsor, Ally recognized dealer nominees and their community efforts by contributing \$1,000 to each nominee's 501(c)3 charity of choice. Nominees will also be recognized on AllyDealerHeroes.com, which highlights the philanthropic contributions and achievements of TIME Dealer of the Year nominees.

The TIME Dealer of the Year award is one of the automobile industry's most prestigious and highly coveted honors. Recipients are among the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service. Quirk was chosen to represent the Maine Automobile Dealers Association in the national competition for the 48th annual award. The award is sponsored by TIME in association with Ally Financial, and in cooperation with NADA.

Jack started his automotive career while in high school, learning all facets of the business. After graduation from John Bapst High School, and fulfilling an enlistment period of service in the US Air Force, Jack joined his father's dealership, Quirk Subaru in Bangor, as a salesperson, while jointly working toward a business administration degree at UMO.

Today, the Quirk Auto Group encompasses 12 new-car franchised dealership locations in Maine, as well as other auto-related enterprises. He and four brothers are all partners in the company, and his three children also work for the business.

Quirk is committed to giving back to the communities that his dealerships serve. When the city of Portland was going to cut its Independence Day fireworks due to budget constraints in 2010, Quirk Chevrolet of Portland joined three other local businesses to organize and fundraise for the free event, enabling the continuation of the 100-year-old tradition of the Stars and Stripes Spectacular. For his efforts on behalf of Portland, Quirk received the Henri A. Benoit Award for Leadership in the Private Sector in 2013 from the Portland Regional Chamber of Commerce. Quirk is also proud of his association with Wreaths across America, a group that is dedicated to honoring veterans through its December wreath-laying ceremonies at veterans' graves as well as other events recognizing their service.

"In the 43 years that our company has been in business, the most rewarding part has been developing relationships with our employees," nominee Quirk said. "It has been a privilege to work side-by-side with the best group of people in the industry. What's even more rewarding is that I have experienced life's ups and downs right along with them." (Excerpts for this article were taken from TIME Magazine's press release).

SAFETY DIRECTORS AND RIGHT-TO- KNOW TRAINING

Your Association will once again this Spring provide training for dealership employees on Right-to-Know issues, with separate sessions for the Safety Directors of each dealership. The Right-to-Know workshops will address subjects required by federal and state law and provide new employees certification. This session will also promote awareness and recognition of certain best practices for dealership employees. The Safety Directors discussion will include a review of various legal requirements which have been enforced against dealerships this past year, as well as updated materials and checklists to assist Safety Directors with their efforts.

The meeting dates are Tuesday – April 4 in Presque Isle, Thursday – April 6 in Bangor, Tuesday – April 11 in Augusta, and Thursday – April 13 in South Portland. Additional information and registration material will be sent to dealerships in March. Please mark your calendar with the date most convenient for your dealership.

MyDealership.org INTRODUCED

During its 100th anniversary convention in New Orleans, The National Automobile Dealers Association (NADA) launched a new initiative designed to promote the benefits of local new car and truck dealerships for consumers, local communities and manufacturers alike.

The new MyDealership.org initiative includes a website and social media channels, and features videos of real consumers and dealership staff voicing the benefits of local dealerships in their own words. Videos include:

- **My Dealership Saves Me Money:** Econometric research has shown that when same brand dealerships compete in proximity to each other, consumers save hundreds of dollars on the price of a new vehicle.
- **My Dealership Creates Jobs:** Local dealerships provide nearly 1.1 million jobs in sales, service and management, averaging more than \$69,000 in compensation per year across occupations – in fact, dealerships employ more workers than auto manufacturers operating in America.
- **My Dealership is Local:** Approximately half of America's 16,500 dealerships are companies that own two stores or less. Thousands of dealership groups are locally owned and operated businesses rooted in their communities.
- **My Dealership is Modern:** Local dealerships offer a modern service and sales experience, with online tools and digital platforms dedicated to make the purchasing experience as easy and convenient as possible.
- **My Dealership is Diverse:** Local dealerships reflect the communities they serve, and can be incredibly diverse workplaces, employing workers from all backgrounds in sales, service and management occupations, and with opportunities for advancement.

"Local dealerships benefit consumers and local communities alike – through price competition that drives down prices, and good paying jobs that drive local economies", said NADA Chairman Mark Scarpelli, who operates four dealerships near Chicago, Illinois. "But MyDealership.org doesn't come from the perspective of dealers – it comes from the perspective of real consumers, dealership staff and community leaders who have seen the benefits of local dealerships first hand".

NADA will be promoting the initiative throughout 2017 across its digital media channels, including Facebook, Twitter, Instagram and LinkedIn. The initiative was launched as part of NADA's 100th Anniversary.