



# THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

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## DEALERS IN THE SPOTLIGHT

### WANADA Nominates Vince Sheehy for TMQDA



Vince Sheehy

For his outstanding leadership role in his industry and community, Vincent Sheehy IV, president of

Sheehy Auto Stores, has been nominated by WANADA for the 2007 TIME Magazine Quality Dealer of the Year Award (TMQDA). The award will be conferred at the 2007 NADA Convention in Las Vegas.

“It’s certainly an honor to receive the award some 30 years after my father was honored with the same award. But it’s not about me. It’s really a tribute to all 1200 of our employees who bring our customer-centric philosophy to life every day and contribute to our continued growth,” said Sheehy.

Founded by Vincent Sheehy III in 1965, Sheehy Ford began as a suburban, family-owned

car dealership just off the brand new Capital Beltway. Today, Sheehy Auto Stores represents 20 franchises in 17 locations in the Mid-Atlantic region with \$900 million in sales on over 30,000 vehicle sales per year.

A graduate of Dickinson College with an MBA from The Wharton School, University of Pennsylvania, Sheehy joined the family business in 1987 as a sales representative at Sheehy

Ford in Marlow Heights, Maryland. Over the next decade, he rose to become the dealer principal of three Sheehy stores in the rapidly expanding group, and in 1998 he became president of the Sheehy Auto Stores.

Because of the size and scope of his operation, Sheehy was well aware of the acute shortage of auto technicians when he became WANADA

*(Continued on page 2)*

## AUTO SHOW UPDATE



### Americans in Paris

Headed by DC Mayor Anthony Williams, a determined delegation of WANADA leadership makes its case for a global auto show for Washington to GM North American Chairman, Bob Lutz (second from left) on the floor of the 2006 Paris Auto Show. The group met with top manufacturers, press and show officials. See more highlights on page 3.

### Inside...

**KINDRED KORNER:**

E&G Classics.....p.2

Paris Auto Show Highlights...p.3

**Position Wanted:**

General Manager.....p.4

## DEALERS IN THE SPOTLIGHT

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*(Continued from page 1)*

Chairman in 2002. It was under his chairmanship that the association rolled out the first-of-its-kind apprentice training program in the Metropolitan Washington, DC market, which recruits, trains and employs young adults for careers in auto technology. Developed originally with Ford Motor Company, the program is now open to dealers of all brands and has trained and placed over 128 line technicians at area dealerships.

As WANADA Chairman, Sheehy also helped establish AYES-certified pre-apprentice training programs in four major high school systems in the region. The high schools and other pre-apprentice programs supported by Washington area dealers act as proving grounds in identifying youngsters with the requisite aptitude and ambition to become technicians through WANADA's Automobile Dealer Education Institute.

For his consistently active involvement in educational programs, and his role as a change-agent for his industry in automotive technical training, WANADA nominated Sheehy for the Northwood University Dealer Education Award in 2005.

Sheehy holds a host of professional and academic honors, including Nissan Circle of Excellence Dealer, Blue Oval Dealer (5 Locations), Elite of Lexus Dealer, and Ford President's Circle. He also serves or has served in the leadership of WANADA's Group Insurance

Trust, the Virginia Auto Dealers Association (VADA), the Virginia Motor Vehicle Dealer Board (current vice chairman), Virginia DMV Internet Task Force, Capital Automotive REIT and several automaker dealer advisory boards.

He is also well aware of a franchised auto dealer's responsibility to his community. Sheehy has been a major supporter of Catholic high school and elementary school education, including his active involvement with his alma mater, Georgetown Prep and Prep's sister school, Gonzaga College High School in Washington,

DC, and the Washington Jesuit Academy where Sheehy Auto Stores sponsors scholarships for disadvantaged, inner city youngsters. Sheehy Auto Stores is also a major contributor to the "Race for the Cure" F.B.O. breast research, as well as many other charitable causes, to include Hurricane Katrina victim relief and support for blood cancer research through the WANADA sponsored Bobby Mitchell Classic.

WANADA salutes Vince Sheehy on the well earned recognition.

**KINDRED KORNER****E&G Classics, an American Success Story**

E&G Classics, Inc. is a "classic" American entrepreneurial success story. And like so many of these stories, it all began with a simple idea: How about offering customers a little more appeal for their cars – and a little more profit for dealers.

That was the idea when two Capitol Cadillac employees, Dave Eash and Rick Gilbreath, began hand-building shiny, chrome custom grills in their basements back in the mid-60s, when Capitol Cadillac was still located in downtown DC. Dave and Rick had no trouble finding willing buyers for their flashy grills in the Washington market and soon, with no promotion but a lot of word-of-mouth, orders began coming in from dealers around the country.

"Some orders they took over a pay phone on M street," recalls E&G National Sales Manager Jon Titman.

In 1972, E&G Classics, Inc. was founded, and Dave and Rick were on their way to becoming one of the foremost aftermarket restyling companies in the nation. Today, the company, headquartered in Columbia, Maryland and now solely owned by Eash, consists of 230 employees, over 60,000 square feet of manufacturing and



**Jon Titman**

*(Continued on page 4)*

**PARIS AUTO SHOW HIGHLIGHTS**

**Mayor Williams Heads Delegation to Paris To Promote Wash. Auto Show  
DC Team Meets with Industry Leaders at '06 Mondial de l' Automobile**

Headed by DC Mayor Anthony Williams, with solid support from NADA and the Alliance of Auto Manufacturers, an exceptional Washington dealer delegation attended the recent Paris Auto Show to visit with top auto-maker executives and make the case that, as the seat of U.S. government, Washington is a unique venue ready for global status among major international auto shows.

"This is an important initiative for the city and America because a tier-one auto show in Washington inevitably spawns critical dialog among industry leaders, Congress, and the U.S. agencies, which in turn brings world-wide media focus and convention business," said Mayor Williams.

Pointing to the city's world-class convention center, more favorable new dates, and location as the seat of government, WANADA Auto Show Chairman George Doetsch said emphatically: "Washington has arrived as a tier-one event, and we want the world to know it!"

Adding their support to the Washington advocates were top level executives from the Alliance and NADA who recognize the unprecedented and significant government relations focus a global auto show in Washington delivers for the industry.

"Our auto show venue (in Washington) makes it unique *vis-à-vis* any other auto show in the world," said WANADA CEO and Washington Auto Show Producer Gerard Murphy. "For better or worse, the U.S. government is a partner with the industry on automotive design, and where better to hash that out than in Washington," he said.

Also part of the WANADA delegation were Auto Show Vice Chairman John Ourisman, Congressional Gala chair Tamara Darvish, and Auto Show Committee member Don Bavely.

Pictured at right are highlights of some of the many important industry, media and show management officials with whom the Washington group met.



Mayor Williams (above, left) with Paris Auto Show President, Thierry Hesse, who hosted a reception for the Washington group, as did Ambassador Connie Morella (above, right). From left are George Doetsch, Don Bavely, Mayor Williams, Morella, NADA President Phil Brady, Tamara Darvish, NADA Chairman William Bradshaw and John Ourisman.



Clockwise (from above left), the group also met with Automotive News Publisher Keith Crain (right). Mazda marketing executive, Daniel Morris, with Mayor Williams, William Bradshaw, and WAS Producer Gerard Murphy. Volvo Director of Communications, James Hope (second from left). Bradshaw and Jamie Darvish, DARCARS (left of center) with Toyota executives Jim Lentz, group vice president/Toyota Division (center) and James Farley, vice president Toyota marketing and Tamara Darvish, DARCARS. Nissan CEO Carlos Ghosn at JD Power conference. BMW executives Andrew Cutler (far left) and Mini/USA Chief Jim McDowell (second from right).

## KINDRED KORNER

**E&G Classics** *(Continued from page 2)*

production space, and 95 distributors in the US, Canada, Europe, the Middle East and Far East. "We're not just a little local concern," says Titman.

The company now uses high-tech laser, automated cutting and milling machines to produce an extensive line of custom grills, roof packages, leather interiors, ground effect kits, wings, console kits, classic spares, and other accessories for a wide range of cars and trucks. "All of which make it easier to sell the vehicle by making it more eye-catching to the buyer," says Titman. Plus, with today's reduced margins on new vehicles, "The dealer will many times make more money on the accessories than the sale of the car itself," he adds.

Not surprisingly, E&G is one of the top companies in seniority at the NADA Convention, where it has exhibited its products for the past 30 years, and where Titman says his company "brings high octane excitement to the show."

E&G joined WANADA more than 20 years ago, "because much of the business we do is in the Washington Metropolitan Area, and we support the dealer's efforts in selling more cars and trucks and in generating that additional profit. The interests of the dealers are our interests as well, and we look to partner with them in achieving that goal," says Titman.

Urban restyling is the next big thing, and it was E&G that provided most of the accessories for Mayor Anthony Williams' Cadillac STS as part of the "Flip My Whip" promotion for this year's Washington Auto Show.

But perhaps one of the best endorsements for E&G accessories came back in the early 1980s from Mike and Marguerite Murphy (WANADA CEO Gerard Murphy's parents) whose Cadillac Eldorado was equipped with an E&G grill, top and continental kit. "They stopped by our booth at NADA and said, 'this is the prettiest car we've every owned-- every time we're out in the car somebody compliments us on it,'" Titman recalls Mike Murphy commenting to him.

What more can we add?

Jon Titman can be contacted at E&G Classics, Inc., 8910 McGaw Court, Columbia MD, 21045; tel: (800) 394-2774 or (410) 381-4900; e-mail: [jtitan@egclassicsinc.com](mailto:jtitan@egclassicsinc.com).

**POSITION WANTED: General Manager, Training Consultant**

A former franchised dealer and association executive is seeking a position as a General Manager or automotive consultant/trainer. In his most recent position with a major dealership group, he developed and led various training initiatives as well as managed the remarketing of wholesale vehicles. For more information and a resume, contact Tom Mann at WANADA, (202) 237-7200.

**Thought for the Week...**

You write me that it's *impossible*; the word is not French

—**Napoleon Bonaparte**  
to General Lamarois, July 9, 1813

**Enclosure**

WANADA Annual Meeting & Luncheon detail and RSVP sheet