

TIME

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Contact: TIME PR Hotline
(212) 522-4800
Rod L. Alberts
Detroit Auto Dealers Association
(248) 643-0250

TIME MAGAZINE AND GOODYEAR HONOR WEST BLOOMFIELD DEALER

Frank Audette Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – Frank Audette, President of Audette Cadillac, a Cadillac dealership in West Bloomfield, Michigan, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Audette was one of a select group of dealers from across the country honored at the 93rd annual National Automobile Dealers Association (NADA) Convention & Exposition in Orlando today. The announcement of this year's Dealer of the Year and finalists was made by Mark Ford, President and Group Publisher of TIME Magazine, and Johann Finkelmeier, Vice President & General Manager - Original Equipment N.A. Consumer Tire, The Goodyear Tire & Rubber Company, at the formal opening of the convention, which is attended by more than 25,000 individuals involved in the automobile industry.

The TIME Magazine Dealer of the Year award is one of the automobile industry's most prestigious and highly coveted awards for new-car dealers. Recipients are among the nation's most successful auto dealers, but they must also demonstrate a long-standing commitment to effective community service.

Audette, 84, was chosen to represent the Detroit Auto Dealers Association in the national competition--one of only 45 automobile dealers, from 17,000 nationwide, nominated for the 41st annual award. The award is sponsored by TIME Magazine in association with Goodyear, and in cooperation with NADA. A panel of faculty members from the Ross School of Business at the University of Michigan selects one finalist from each of the four NADA regions and one national Dealer of the Year.

According to an August 2009 story in *Automotive News*, Audette created the Troy Motor Mall in 1965, opened Audette Pontiac in 1967, and married the daughter of Edward Fisher, one of the famous Fisher brothers involved with General Motors from its earliest days.

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Forty years ago, reported *Automotive News*, Audette purchased a parcel of land several miles north of the Detroit border for a car dealership. At the time, dealerships were migrating into the northern suburbs. And, according to one area dealer, Audette battled local authorities to have the property rezoned to commercial and then developed the site as a dealership hub. Audette later sold parcels of land to other dealers, first to what is now Suburban Volkswagen of Troy, which is one of the 11 stores owned by the Troy, Michigan-based Suburban Collection in the motor mall. Other dealers followed, and the cluster is now home to 20 car dealerships.

By 1975, Audette sold his Pontiac dealership because he opened the West Bloomfield Cadillac operation and was not allowed, at that time, to own two GM dealerships. "GM made Frank sell the Pontiac-GMC store because he had a Cadillac franchise (the store now in West Bloomfield, MI). They prohibited one owner from having two GM stores in the same market," recalled Jack Fowler, president of Somerset Buick Pontiac GMC, in *Ward's Dealer Business* in 2000.

Beyond his contributions to the metro Detroit car dealer network, Audette's family ties to GM are deep. According to *Automotive News*, Frank's late wife, Peggy Fisher, was the daughter of Edward Fisher, one of the iconic brothers who created the Fisher Body Co., which partnered with GM in the early 1900s.

A staunch supporter of the Republican Party, Audette has donated to local, state and national candidates for decades. In addition, Audette Cadillac, Frank Audette and the Audette family have regularly supported a variety of causes and charities in Michigan and beyond, including many Catholic institutions. Audette is a benefactor of the University of Detroit Jesuit High School & Academy, Madonna University of Livonia, MI, University of Detroit Mercy, Brother Rice High School in Bloomfield Twp., MI, the University of Notre Dame, the Society of St. Vincent de Paul, the Beaumont Foundation, Community House of Birmingham (MI), and St. Joseph Mercy Health System. He has also supported Angels' Place, the Southfield, MI, based charity that has provided care and homes for persons with developmental disabilities since 1992.

Today, Audette Cadillac is an award-winning dealership and the largest Cadillac dealer in Oakland County. Audette's son, Mark, serves as general manager of the dealership.

Nominated for the TIME Magazine Dealer of the Year award by Rod L Alberts, Executive Vice President of the Detroit Auto Dealers Association, Frank Audette lives in Bloomfield Twp., MI.

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