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TIME MAGAZINE AND GOODYEAR HONOR PLATTEVILLE DEALER

Ronald Boldt Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – Ronald Boldt, President of Pioneer Ford Mercury, a Ford and Mercury dealership in Platteville, Wisconsin, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Boldt 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.

Boldt, 67, was chosen to represent the Wisconsin Automobile & Truck 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.

Asked about the most rewarding aspect of his career, Ronald Boldt says, "First and foremost, [it's] the fact that Pioneer Ford Mercury is still a viable business and the only Ford dealership in the Platteville area to survive 47 years. It gives me great satisfaction."

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Boldt graduated from Platteville High School in 1960, and, he says, “I was hired as the office manager on December 1st, 1961, for a newly formed Ford dealership.” His father had sold Chevrolets in Platteville in the late 1930s and early ’40s, but prior to 1961, Boldt says, “All the Ford stores in Platteville had failed.” In the course of his long automobile sales career, Boldt would end that trend.

“In 1963, I bought out the minor partner in the corporation, and, in 1964, I bought out the major partner in the corporation to become the first successful Ford dealer in Platteville,” explains Boldt. In fact, for a number of years, Boldt was Ford’s youngest dealer in the Milwaukee district. Today, Boldt’s son, Tim, manages Pioneer Ford Mercury, as he has since 1995.

But when it comes to community service, Ronald Boldt has been another kind of Platteville pioneer. From his 47 years of service as a volunteer firefighter for the local Fire Department to his numerous years as an usher at Platteville’s Lutheran Church of Peace, from his dedication to and leadership of youth baseball, the Boy Scouts, the Platteville Elks and the Prairie du Chien Fraternal Order of Eagles to his decades of support for organizations like Wings Over Wisconsin and Ducks Unlimited, among others, Boldt has given tirelessly of himself.

A few years ago, the Wisconsin Automobile & Truck Dealers Association recognized Boldt’s service contributions across the state of Wisconsin with a unique honor. Says Boldt: “On December 6, 2006, I was awarded WATDA's Gold Award. In the state association's 80-year history, I was the eighth of only nine recipients to receive this honor, which is awarded to members who have given extraordinary service in multiple leadership roles over a lifetime. It was a very great honor for me to receive this.”

And yet the moment Boldt considers his most meaningful in terms of service isn’t about him, it was about troubled teens finding sanctuary in the heart of Wisconsin. “The moment came for me when we traveled the state promoting support for the [Wisconsin non-profit] Rawhide Boys Ranch Project, in 1986, and received the vote from the board to move forward. As the funds were gathered we watched not only the first 12 boys move into the WATDA dorm building, but Rawhide was able to move their operating offices in as well.” It was yet another pioneering act that Ronald Boldt had a hand in.

Nominated for the TIME Magazine Dealer of the Year award by William (Bill) A. Sepic, President of the Wisconsin Automobile & Truck Dealers Association, Ronald Boldt lives in Platteville with his wife, Karen.

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