

TIME

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TIME MAGAZINE AND GOODYEAR HONOR AUBURN DEALER

John Emerson Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – John Emerson, President of Emerson Chevrolet, a Chevrolet dealership in Auburn, Maine, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Emerson 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.

Emerson, 53, was chosen to represent the Maine Automobile 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 his career's greatest reward, Emerson says, "Working with employees who became like family through the years, serving customers who became like family through the years, being lucky enough to be able to give back to my community."

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Emerson graduated from Edward Little High School in Auburn, ME, in 1974, and then earned an Associate degree in Automotive Marketing at Northwood University in Midland, MI, in 1979. That same year, Emerson began his fulltime career in sales at Louis Chevrolet in Lewiston. The dealership moved to Auburn in 1981, and the name was changed to Emerson Chevrolet in 2002. In the 1990s and 2000s, Emerson's dealership was voted "Best Place to Buy" several times by the local Chamber of Commerce. In 1999, he received the "Economic Development Achievers Award" from the Lewiston-Auburn Chamber of Commerce.

But Emerson actually got his start in the dealership world as a youngster, washing cars at Louis Chevy during junior high. In fact, he began selling vehicles on a part-time basis while in high school and college both at a Datsun/Honda motorcycle dealership in Lewiston and at Louis Chevy, between semesters of college.

The car business is in the Emerson family DNA. "My father, Les Emerson Sr., was a dealer for 40 years," says Emerson, proudly. "He was an NADA director for Maine from the late 1960s to the late 1980s. And he was the TIME Dealer of the Year award winner for Maine in 1988." Emerson's older brother, Les Jr., recently retired after 30 years in the auto business, and his younger brother, Jim, is a Toyota Dealer in Auburn, ME.

In the area of community service, Emerson has a long and distinguished track record, having chaired and/or served on the boards of Lewiston's St. Joseph's School (1993-'97), Auburn's St. Dominic High School (2003-'05), and Lewiston's St. Mary Hospital. He has also served as a committee member of the Lewiston-Auburn Joint Services Task Force (2005-'07).

As chairman of the St. Dominic capital campaign, Emerson led the effort to raise \$9 million in funds to build a new school, for which he was awarded the Catholic Diocese "Immaculate Heart" medal in 2002. And the City of Auburn recognized Emerson in 2003 with its "Citizen of the Year" award, an honor that has special meaning for him. "It was the direct result of many years of United Way campaigns and service to various community projects across 30 years," he says.

John Emerson was nominated for the TIME Magazine Dealer of the Year award by Tom Brown, President of the Maine Automobile Dealers Association.

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