

TIME

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TIME MAGAZINE AND GOODYEAR HONOR NORTH OLMSTED DEALER

Kirtlund Frye Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – Kirtlund Frye, President of Sunnyside Toyota, a Toyota and Scion dealership in North Olmsted, Ohio, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Frye 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.

Frye, 50, was chosen to represent the Greater Cleveland 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.

"I started in 1976 at the age of 16 as a part-time bicycle, moped, and motorcycle salesperson for Rick Case Enterprises," says Frye, of his earliest experience in vehicle sales. "I worked there until 1982, earning 100% of my college expenses."

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Frye graduated from Chardon High School in Chardon, OH, in 1978, and then earned a Bachelor of Science degree in Accountancy and Management at Miami University in Oxford, OH, in 1982. That same year, Frye began his fulltime career at Sunshine Honda in Detroit, MI, a position that had its roots in his teenage job.

“During my employment at Rick Case, I met Tom Bohlander who was Rick Case's operating partner. Tom founded Sunshine Honda in Detroit in 1981. Immediately after graduating from college, I joined Tom at Sunshine Honda in the parts department. I spent two years working in every department in the store.” Over time, Frye and Bohlander built that business into a successful three-state operation. “Together, Tom and I opened 13 stores in Michigan, Ohio and New Hampshire. I bought Tom out of all Ohio operations in 1997 and expanded the group to include eight stores.”

Frye's late father, Donald, a Honda district rep from 1974-'85, worked with his son at Sunnyside Automotive Group from 1985-'97, and Frye's sister, Kendyl, has been with Sunnyside Toyota since '99. “We have been a Toyota President Award winner five times as well as a recipient of the Honda President Award and Audi Magna Society,” says Frye.

In the area of community service, Frye has a long and distinguished track record, having donated annually to every local high school "after prom" and fundraiser, as well as contributing cars for all local parades and events. Frye is a member of three Chambers of Commerce, and he led a 2002 effort to raise \$50,000 for the North Olmsted High School Track remodeling project. Since '02, he's been a member of the Bay Men's Club, which provides scholarships to deserving youth and organizes a youth baseball league. He's also been a member of Bay Village Rockets Renovation/Field of Dreams since 2007, a group dedicated to funding \$2 million worth of sports field renovations for the local high school. “Our involvement with the local high schools means the most [to me],” says Frye. “It is so important to keep today's kids engaged. We have dedicated countless hours to making sure our local schools have the resources and commitment from business to make a difference.” But that's not all. Frye spreads his support even further by matching the giving of his associates. “For the past ten years, we have affiliated all stores with the Achievement Center for Children (ACC),” explains Frye, “Each employee is encouraged to contribute through payroll, and we match contributions. ACC provides an extensive network of support facilities for disabled children in Northeast Ohio.”

Nominated for the TIME Magazine Dealer of the Year award by Gary S. Adams, President of the Greater Cleveland Automobile Dealers' Association, Kirtlund Frye also represents Honda, Audi, Saturn and Nissan at his total of eight dealerships across Ohio.

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