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TIME MAGAZINE AND GOODYEAR HONOR SANTA ROSA DEALER

Henry Hansel Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – Henry Hansel, President of Hansel Ford Lincoln-Mercury, a Ford, Lincoln and Mercury dealership in Santa Rosa, California, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Hansel 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.

Hansel, 61, was chosen to represent the California New Car 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 must say that I am really not motivated by awards," says Hansel, "Seeing that my actions or my financial support is actually improving someone's life or having a positive impact in the community is my reward."

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Hansel graduated from Bellarmine College Preparatory High School in San Jose, CA, in 1966, and then earned a Bachelor of Science degree in Economics at the University of Santa Clara in 1970. He spent four years as a computer hardware sales representative for Memorex in Santa Clara, before switching to the family business. “In October 1974, I began working at Bishop-Hansel Ford in Santa Rosa at the request of my father, Walter Hansel, the Dealer Principal,” explains Hansel. “The dealership was struggling both financially and in market share; I was asked to join the family business with the hope that we could turn things around.”

By visiting and studying many successful dealerships, Hansel and his late father developed a game plan that returned Bishop-Hansel Ford to profitability and market leadership. “I have been involved in dealership management since that time,” says Hansel, “and continue today to be actively involved in the management and direction of all of the dealerships in the Hansel Auto Group.” Hansel’s brothers, Chuck and Stephen, have retired from the family operation, but Hansel’s son, Justin, is now an active partner too. In 2008, Hansel was voted “The Best of the Best” in the Auto Dealer category (the first year for the category) by the readers of *The Bohemian Newspaper*.

That kind of consumer recognition is no surprise as Hansel’s track record in the area of community service is long and distinguished. He served on the United Way executive committee in multiple capacities from 1993-2003, and earned the Philanthropist of the Year award from United Way of the Wine Country in 2006. “This award was presented not only because of my involvement and our company's involvement with United Way, but also because of our involvement in numerous projects and agencies throughout our market area,” says Hansel. He’s been active in the Rotary Club and Boys & Girls Clubs of Petaluma, the Santa Rosa Chamber of Commerce, and he’s donated vehicles to the California Junior Miss program for 31 years. Among a host of other fund-raising efforts, some of Hansel’s most notable Rotary Club initiatives include the first public sculpture in Petaluma’s McNear Park, which stands as a symbol of peace, a literacy program delivering age-specific dictionaries to third graders, which has been adopted nationally, and a Rotary International program that assists the disadvantaged in foreign countries, like dental care for a small village near Loredo, Mexico. “I tell our employees, ‘We are not in the car business,’” says Hansel, “‘we are in the people business.’” Indeed.

Nominated for the TIME Magazine Dealer of the Year award by Peter Welch, President & CEO of the California New Car Dealers Association, Henry Hansel also represents Honda, BMW, Volkswagen, Subaru, Toyota, Scion, Ford, Mercury, Acura, Mazda, Cadillac and Pontiac at his six other dealerships across California.

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