

TIME

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TIME MAGAZINE AND GOODYEAR HONOR ANACONDA DEALER

E.G. Leipheimer Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – E.G. Leipheimer IV, President of Discovery Buick GMC, a Buick and GMC dealership in Anaconda, Montana, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Leipheimer 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.

Leipheimer, 50, was chosen to represent the Montana 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.

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Leipheimer graduated from Butte (MT) High School in 1977, and decades later attended Montana Tech, in Butte, where he studied nursing with the goal of improving his skills as an E.M.T. But it was at age 12 that Leipheimer began his employment career, peeling potatoes for the local drive-in. He then turned to the family business, working at his father Ed's dealership, Leipheimer Datsun, as a Lot Tech, then in Parts, then doing disbursement and general ledger, which, he says, "opened my eyes to the accounting end," adding, "I grew up in the business, so I knew what would be expected of me."

Venturing beyond the family business for a stretch, Leipheimer worked as tire man for Whalen Tire and then as a delivery driver for Chevron in the late 1970s and early 1980s, but, at 21, "With a new family and starving, I decided to try out sales," says Leipheimer. "My parents had never given me anything but opportunities and what I did with them was of my own doing," he explains. "Along with learning car salesmanship, I was afforded the opportunity to run a car rental franchise [Payless Car Rental in Butte] on my own. Through hard work and a little luck, I was able to grow a nest egg that allowed me to purchase my GM dealership in 1984 [Discovery Buick GMC in Anaconda]. At the age of 24, I was the youngest General Motors Dealer in the United States."

In community service, Leipheimer has a long and distinguished record, with many of his efforts aimed at the health and well-being of fellow Montana residents. He's a licensed E.M.T. for the State of Montana, and as member of the Anaconda/Deer Lodge County Ambulance Service from 1999-2007, he went on 1500-plus calls. Leipheimer is a past president of the Butte Jaycees, a provider of driver's ed cars free of charge to local high schools for 25 years, he's been a member of "Road to Recovery" since 2007, driving people to doctor and hospital appointments. He's now a licensed license wilderness E.M.T., and a back country guide in Yellowstone National Park for an Elder Hostel associated with Western Montana College in Dillon, MT. He's developed a "Survival in the Wilderness" program for city boys ages 8-14. And, in 2008, Leipheimer was appointed to the Board of Governors of the Shriners Hospitals for Children in Spokane, WA. He calls it, "the finest children's orthopedic hospital in the Pacific Northwest."

"The most important reward in my life," says Leipheimer, "comes from helping others—whether on the ambulance or sponsoring a child to Shriners Hospital. To hear someone say 'Thank you for being here when we needed you' is the most meaningful reward."

Nominated for the TIME Magazine Dealer of the Year award by Marilyn J. Olsen, Executive Vice President of the Montana Automobile Dealers Association, E.G. Leipheimer IV has been joined in the family business over the years not only by his father, Ed, but by his mother, Myrna, his brother, Mark, and his sister, Stacy.

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