

TIME

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Contact: TIME PR Hotline
(212) 522-4800
Bob Weaver
Tennessee Automotive Association
(615) 269-3433

TIME MAGAZINE AND GOODYEAR HONOR COLUMBIA DEALER

Edward Roberts Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – C. Edward Roberts, President/Dealer of Roberts Toyota, a Toyota dealership in Columbia, Tennessee, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Roberts 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.

Roberts, 58, was chosen to represent the Tennessee Automotive 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 was born into the business," says Roberts. "My father had been a dealer since 1956. [When he] became ill in 1972, I had to leave college to run the family business. I was 21 years old."

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Roberts graduated from Battle Ground Academy in Franklin, TN, in 1969, attended the University of Tennessee in Knoxville, and then earned a degree in Dealership Management from General Motors Institute in Flint, MI. "Upon my father's illness in 1972, I returned from college to run the family business, Roberts Olds and Toyota," says Roberts. "My dad said to me, 'Run it, or sell it' – I was baptized by fire."

That fire, Roberts explains, included "a recession, a fuel crisis and 22.75% floor plan rates." Since that time, Roberts has "run it" alright, adding other franchises along the way, including Chevrolet, Buick, Pontiac, GMC, Chrysler, Dodge and Jeep. "In 2009, I sold the GM franchises, though my name still remains on the sign, at the new owner's request." Over the years, Roberts Toyota has become a three-time winner of the Toyota President's Award (1992, 2002, 2006), and, back in 1974, they also received the Customer Relations Meritorious Achievement Award from Toyota.

In the area of community service, Roberts has a long and distinguished track record, serving as a member or supporter of charitable and civic groups for decades, including Al Menah Shrine, the Marshall County Chamber of Commerce, the Junior Chamber of Commerce, Masonic Lodge, Marshall County Shrine Club, the Tennessee Motor Vehicle Commission and the Church Street Church of Christ Communion Committee.

Roberts has also served in numerous leadership capacities on the Battle Ground Academy Board of Trustees. "My most important and meaningful civic achievement was helping build schools, specifically Battle Ground Academy, and building the endowments for our school," explains Roberts. "While serving on various boards with Battle Ground Academy, I helped with efforts to replace 100-year-old school buildings with new, state-of-the-art buildings, and bring the school into the computer age." He also helped raise the school's endowment fund to approximately \$10 million, which helps pay for scholarships and financial assistance.

He has also sponsored business and history scholarships at Columbia State Community College, been a blood donor for the American Red Cross, a donor and member of the Battle Ground Academy Everbright Society, and sponsored "bridge" scholarships for high school students taking college courses.

C. Edward Roberts was nominated for the TIME Magazine Dealer of the Year award by Roberts Weaver Jr., President of the Tennessee Automotive Association.

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