

# TIME

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## **TIME MAGAZINE AND GOODYEAR HONOR LEXINGTON DEALER**

### **Gary Schultz Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention**

(Orlando, FL, February 13, 2010) – Gary Schultz, Co-Owner of Platte Valley Auto Mart, Inc., a Ford, Lincoln, Mercury, Chrysler, Dodge and Jeep dealership in Lexington, Nebraska, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Schultz was one of a select group of dealers from across the country honored at the 93<sup>rd</sup> 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.

Schultz, 61, was chosen to represent the Nebraska New Car and Truck 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 began my automotive career fresh out of the U.S. Navy, September, 1970, at Pittsburg State University, enrolling in the Automotive Technology program," says Schultz.

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Schultz graduated from Highland Park High School in Topeka, KS, in 1966, and, after serving in the U.S. Navy as an Engineman 2<sup>nd</sup> Class during the Vietnam War (1968-'70), he earned a B.S. in Industrial Technology from Pittsburg State University in 1973. His goal was a career as a factory service representative for Ford Motor Company. "While attending college on the G.I. Bill as a married student, I worked afternoons and evenings at a full-line GM dealership as a pre-delivery and detail technician," explains Schultz.

But Ford wasn't hiring due to the oil crisis. Schultz was hired by AMC/JEEP on Jan. 2, 1974, as a factory service rep. After four and a half years, he landed at Ford as a sales rep. "Being a factory rep put me on the road four nights a week for over eight years," Schultz says. "I called on over 200 dealers in Kansas, Nebraska, South Dakota and Iowa." One of those calls changed his life. "In the fall of 1979, I called on John Saathoff, owner of Big John's Ford in Minden, Nebraska," says Schultz. "We became good friends and I told him of my desire to own a dealership." When a struggling store in Lexington closed, "John committed to purchase the business and I committed to leave Ford," Schultz recalls. "After one month working 12 hours a day, cleaning up the abandoned business, we opened the store on June 1, 1982, with five new Fords on the lot and four employees." The first month Schultz lost about \$5,000 to start-up costs, but since then, they have been profitable for 27 years.

Schultz has an impressive track record in community service. For decades, he's been a longtime member or leader of many civic and charitable organizations, including the Lexington Chamber of Commerce, the Heartland Museum of Military Vehicles, the Lexington Foundation, the Dawson County Museum, the Lexington Boosters Club, Lexington Council for Economic Development, and much more. As a result, he's won numerous honors from a host of organizations like the Lexington Jaycees, the Lexington Chamber of Commerce and Highland Park High. He's raised and/or donated hundreds of thousands of dollars over the years for every imaginable cause – from the Dawson County Fairgrounds and Raceway to the Boy Scouts and United Way, from the Wheel Club of the University of Nebraska to the Nebraska High School Rodeo Association to the Lexington YMCA and a local Thanks A Million campaign aimed at building or renovating a school, pool and auditorium. "Our goal," Schultz says, "is to have given \$1 million back to our community on our 30th anniversary in 2012."

Nominated for the TIME Magazine Dealer of the Year award by A. Loy Todd Jr., President and General Counsel of the Nebraska New Car and Truck Dealers Association, Gary Schultz also represents Chevrolet and Buick at the Pony Express Chevrolet in Gothenburg, Nebraska.

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