

TIME

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TIME MAGAZINE AND GOODYEAR HONOR CRANSTON DEALER

Robert Tasca Jr. Wins National Recognition for Community Service and Industry Accomplishments at NADA Convention

(Orlando, FL, February 13, 2010) – Robert Tasca Jr., President of Tasca Automotive Group, a Ford, Lincoln, Mercury, Mazda and Volvo dealership in Cranston, Rhode Island, was honored today for his nomination for the 2010 TIME Magazine Dealer of the Year award.

Tasca 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.

Tasca, 58, was chosen to represent the Rhode Island 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 have worked for Tasca all my life! Literally since I have been old enough to walk," says Tasca.

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After graduating from Scituate (RI) High School in 1969, Tasca earned a Bachelor of Science degree in Business at Providence (RI) College in 1973. Right away, Tasca starting working fulltime at the family dealership. “I started when I was very young wanting to go to work with my Dad; being in the automotive business was the only thing I ever wanted to do,” he says. Over the years, more and more family have followed Tasca’s path and worked at the dealership, including two brothers, his three children (sons Robert (Bob) III and Michael, and daughter Jaime) and two nephews.

Though he started working at a Ford dealership on May 5, 1943, legendary Ford salesman Robert (Bob) F. Tasca Sr. didn’t open his own store, Tasca Ford, until 1953, in Bristol, RI. Today, Bob Jr. shares ownership of the company with his brothers, Carl, Secretary and Treasurer, and David, Vice President. “Our Cranston location is a state-of-the-art facility that is seven years old,” says Tasca. In fact, the Tasca Automotive Group is a 15-time winner of the prestigious Chairman’s Award from Ford Motor Company. IN addition, Tasca’s son, Bob III, is a successful NHRA drag racer, and in that pursuit, he is following in the footsteps of his grandfather. According to tasca racing.com, Bob Sr. “a New England hot rodder ... embraced the win on Sunday, sell on Monday mantra that pervaded the automotive culture in the 1960s.”

In the area of community service, Tasca and the Tasca Automotive Group have a distinguished track record in supporting civic and charitable organizations and initiatives. From his participation in the Cranston Chamber of Commerce to his support of Meals on Wheels, Tasca gets deeply involved in the issues and concerns of his community. He is also a member of the Attorney General Arbitration Advisory Board and the Rhode Island Police Chief Association. He currently serves on the President’s Council at Providence College, and he is a current member and past President of the Rhode Island 100 Club.

“It has been most rewarding for me to carry on, grow and prosper this family automotive business that my father started over 55 years ago,” says Tasca. “It brings me much joy and fulfillment to now see my children involved and thriving and showing the same passion that I did and still do.”

Nominated for the TIME Magazine Dealer of the Year award by Jack A. Perkins, Executive Vice President of the Rhode Island Automobile Dealers Association, Robert (Bob) Tasca Jr. also represents Ford, Lincoln, Mercury and Mazda at his other dealership in Massachusetts.

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