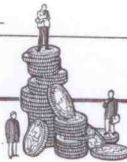


# TOP SELLING DOMESTIC FRANCHISES

(ALL DOLLAR FIGURES IN MILLIONS)

	Principal or top official	Years in business	Employees	Other makes, same location	Best selling model	Total 1986 sales all franchises, depts. at location	Parts & service volume	Retail used units	Retail new units	1986 fleet sales
<b>Celozzi-Ettelson Chevrolet</b> Elmhurst, Ill.	Nicholas A. Celozzi	9	225		Cavalier	\$115.60	\$ 9.94	2,526	5,763	3,943
<b>Friendly Chevrolet Co. Inc.</b> Dallas, Texas	Mark Eddins	27	246		Camaro	147.55	19.31	1,171	5,819	3,713
<b>Legum Chevrolet-Nissan</b> Baltimore, Md.	Jeffrey A. Legum	65	195	Nissan	Cavalier	105.00	13.80	1,231	4,177	2,906
<b>Lou Grubb Chevrolet</b> Phoenix, Ariz.	Lou Grubb	15	328	Sterling	Celebrity	105.00	17.95	2,577	4,820	1,810
<b>Fox Chevrolet Inc.</b> Baltimore, Md.	Benno Hurwitz	54	205		Cavalier	93.00	8.00	1,449	6,623	0
<b>Frank Parra Chevrolet Inc.</b> Irving, Texas	Frank Parra	16	220	Mitsubishi, Jeep	Camaro	110.00	4.88	1,450	4,354	1,807

## SALES GIANTS



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ranked as the eighth largest Cadillac outlet last year.

Three of the Top 10 Cadillac dealerships are in Florida, including the largest-volume dealer, Bayview Cadillac, Fort Lauderdale. Dealer Edward J. Morse did about two-thirds of his Cadillac volume in fleet business.

The only other Top 10 Cadillac dealer who did more fleet than retail business last year was Maurice Polkowitz, Polkowitz Motors, Perth Amboy, N.J., who sold his dealership at the end of the year. Polkowitz also was one of the top Buick dealers in his final year.

Morse attributed his success last year to three factors. "We strengthened the sales department by upgrading salespeople and the sales management team," Morse said. He said the dealership also constructed a new parking garage that will accommodate 500 cars and that he spends a lot on advertising.

Most of the successful Cadillac dealers reported that satisfying the customer is a crucial factor, as is developing personnel for expansion and promotion.

"Everyone in this dealership un-

derstands that the customer is doing us a tremendous favor," said Carl Sewell, Sewell Village Cadillac-Sterling, Dallas. "We treat you like a Cadillac owner."

Sewell said his dealership offers all-day Saturday service department hours and 150 loaner cars for service customers who bought their cars new at his dealership.

— Edward Lapham

### Chevrolet

The top 10 Chevrolet dealers sold 101,621 cars and trucks in 1986, or 3.43 percent of the Chevrolets sold in the United States last year.



High-volume dealers said Cavalier, followed by Camaro and Celebrity, were the year's best sellers — except in Texas where Suburban trucks led sales at one dealership.

Bill Wink Chevrolet in Dearborn, Mich., outpaced other volume dealers by a significant margin. Fleet deliveries made up more than 90 percent of the dealership's unit sales. Bill Wink, owner of the dealership, said sales were due to a "lot of stroking of customers."

Other big-volume dealers said the 2.9 percent financing program that closed out the 1986 model year contributed to their success.

"The 2.9 percent was a big shot in the arm here in Dallas because of the oil crunch," said Jim Johnson, of Jim Johnson Chevrolet, Richardson, Texas.

Some dealers said they spent more money in 1986 than 1985 but earned less. "Net profits were half of the year before and you had to spend more money to get people into the dealership," Johnson said.

Jeffrey Legum, of Legum Chevrolet, Baltimore, said television advertising played a role in the dealership's success in 1986.

"We have one of the largest television advertising budgets for dealerships in the country and there is a correlation there," he said. "We dominate the local TV market."

Legum said extended hours for the service department, taking advantage of factory incentives and dualing with Nissan helped. "Nissan brings in younger buyers," he said.

Mark Eddins, owner of Friendly Chevrolet in Dallas, said the dealership upped its advertising budget and worked to dramatically

improve customer satisfaction.

Making the customer happy seemed to be the overall ticket to success for dealers. Said Nicholas A. Celozzi, of Celozzi-Ettelson Chevrolet in Elmhurst, Ill.:

"We take care of our customers and they know we will beat any deal in town, so we get a lot of repeat business. The customer who has had 13 cars in 16 years from us is typical."

— Charles M. Thomas

### Chrysler-Plymouth

While waves of factory incentives and rebates rolled in and out of showrooms in 1986, the top 10 Chrysler-Plymouth dealers reported renewed consumer interest.

The best-selling model at the top 10 dealerships ranged from Hori-

zont behind Cadillac and Chevrolet. That was due in part to South Chrysler-Plymouth, Torrance, Calif., which reported the highest parts and service sales of dealers surveyed — \$82 million. That was more than triple the sales of its nearest rival.

Fleet sales also represented a major chunk of the top 10 dealers' 1986 unit sales. Overall, 50,039 units of the top 10 dealers were sold to fleet. Five of the top 10 dealers reported that fleet sales comprised more than three-fourths of their new-unit sales. Nine-tenths of 7,509 units sold at Glavic Chrysler-Plymouth, Parma, Ohio, were fleet.

Many of the top-performing dealers cited Chrysler's diverse product line, along with high work, as important factors for their success in 1986.

However, there were exceptions. At Liccardi Motors in Great Brook, N.J., the working man was credited with the profit.

"Our success is based on the tire Liccardi family working together and being more aggressive in promotions," said General Manager Kevin Liccardi.

continued



zont to Reliant, Voyager and Fifth Avenue.

Chrysler's volume-leading dealers reported the third-highest parts and service dollar volume,