
From: dongijoeguy [REDACTED]
To: cac@chevrolet.com
CC: [REDACTED]

Subject: I support my local GM Chevrolet dealership Rose Chevrolet
Date: Thu, 11 Jun 2009 12:43:33 -0400

Corporate Chevrolet representative,

I am Don Garrett of Hamilton, Ohio. I am 46 years old and I have been a loyal General Motors customer and fan of Chevrolet since I was a child. My father owned Chevrolets, Buicks and Oldsmobiles as I was growing up. Some of my fondest memories are riding in his 1968 Chevrolet pickup truck with him. My first car was a 1968 Chevrolet Chevelle I bought back in 1978. I have owned GM vehicles ever since. My first dealer purchase was a 1980 Monza with a GMAC loan. I was excited to order my 1993 Chevrolet Suburban new from the factory. I really enjoyed my 2002 Chevrolet Corvette I paid for with cash. I have always supported Chevrolet and General Motors.

I have lived on both coasts of our great country and been overseas and saw how Japan unfairly treated GM in vehicle sales in that country. I watched the Fisher Body plant in Fairfield, Ohio close in the late 1980's and I saw the effect that it had on the community I have worked in for 23 years now. In my career I have been able to have influence in the purchase of vehicles and always supported GM. Now I am going to support my local GM Chevrolet Dealership, Rose Chevrolet, over General Motors.

The announcement of terminating General Motors relationship with Rose Chevrolet came not only as a shock to me, but also to the 375,000 residents of Butler County Ohio. Although Rose Chevrolet is in Hamilton, Ohio it has impact in the fastest growing suburban area in Ohio. A leader in sales, good service and good reputation is something for General Motors to be proud of. General Motors should feel lucky to have a dealership that supports the community and that puts the dealership's relationship with General Motors out front with a positive and optimistic image. Not only does General Motors have a dealership that is positive and successful, Chevrolet has a star business leader that makes an impact with those whom meet him, Ed Larkin.

Ed Larkin made an impression on me several years ago. He didn't have to sell me a car or promise me a "deal". Ed's personality and vision for Chevrolet, his dealership and his community support sold me my next car. It was not General Motors that did that. He supported my intent in realigning the largest Corvette owner's club in Southwest Ohio, Corvettes of Hamilton, with the dealership. He has supported the model and the

club. Ed Larkin understands that car purchasers are making an investment in their lives and families. Ed Larkin supports the community and charities not because it may sell an extra car but because it is the right thing to do. Just ask NFL Hall of Famer Anthony Munoz.

His fellow Greater Hamilton Chamber of Commerce Members recognized Ed and his business just hours before GM notified of an intent to end a relationship. What a poor decision by General Motors.

I am looking forward to seeing more coverage of the plight of Rose Chevrolet by former Cincinnati Bill Hemmer of Fox News and his fellow journalists. The Hamilton Journal News, the Associated Press and other national news organizations have recognized Ed Larkin and Rose Chevrolet as a positive and successful business model for General Motors and Chevrolet. They also see an ironic General Motors fault in rewarding success with termination of a franchise.

General Motors and Chevrolet are making a mistake in not continuing the relationship it has with Rose Chevrolet and Ed Larkin. I am sure that my email will not have the same impact that the letter House Minority Leader John Boehner sent to your office as part of the appeals process, but it should. The reason is that I am General Motors and Chevrolet. I and the millions of loyal customers here in Butler County, Greater Cincinnati and all over the United States are the foundation of General Motors and Chevrolet. Our loyalty is your job.

I do not have the facts, figures and statistics that you have available to you. However, I can tell you that the administrators and executives at General Motors and Chevrolet are not going to be successful with the new General Motors and the reorganized Chevrolet by losing the loyalty of Don Garrett and the millions of other customers that normally do not voice our concerns. General Motors is making a mistake.

I do expect a personal response to this email. I have invested tens of thousands of my dollars in your products and now my tax dollars to General Motors success. I am also asking my friends, co-workers, business contacts, past and present club members to email you at cac@chevrolet.com to voice their support for Rose Chevrolet and dealerships like them across the nation that are being unfairly terminated. I hope that they will use their network of contacts to become the squeaky wheel that gets General Motors attention.

Don Garrett

