

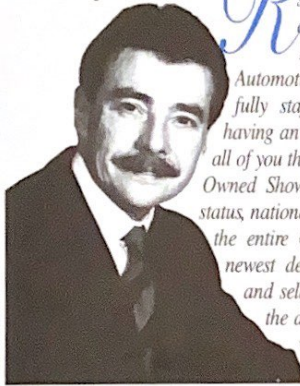
NEWS

Volume II, Issue 12

April, 2002

From The President

Rod Ryan



Ryan Automotive is celebrating several significant events, and you will read about them in this month's newsletter. For example, our new Ryan Automotive corporate headquarters is now fully staffed and operational, and we are having an Open House on May 7 I hope to see all of you there. Open Road BMW's Certified Pre-Owned Showroom has once again achieved #1 status, nationally, in C.P.O. sales. Congratulations to the entire Open Road BMW C.P.O. team. Our newest dealership, Morristown MINI, is open and selling lots of cars. We've set June 13 as the date for the official launch party, and we are looking forward to a tremendous Ryan Automotive turnout. Also this month, you will read about one of our salespeople, Stephanie Carpenter who was featured in a story about female salespeople in the car business in a local newspaper. Congratulations Stephanie, on getting the recognition you deserve.

All of these events are reasons to celebrate, and everyone who was involved should be rightly proud and pleased. But to me, these events signify something even more important, the hard work and dedication that all Ryan Automotive employees have always put in, day in and day out, since day one.

The foundation for our new headquarters was laid 30 years ago by the first group of Ryan Automotive employees, who started out in a converted two-bay garage and put their efforts into making that grow. We will always be indebted to them and we will never forget them. The success of the Open Road BMW C.P.O. Showroom should come as no surprise to anyone who has watched the Open Road BMW franchise grow. The management team and staff at Open Road BMW have always shown a single-mindedness in their pursuit of excellence. The MINI Cooper franchise was awarded to Ryan Automotive because of the many years of successful operation of Morristown BMW and, more recently, the Morristown BMW C.P.O. Showroom. The fact that a local newspaper found a female salesperson in the car business to be unusual, gave me cause to smile, because at Ryan Automotive female salespeople are not unusual. It's not because we go out of our way to hire female salespeople, but rather because we go out of our way to hire the best possible people, many of whom are female.

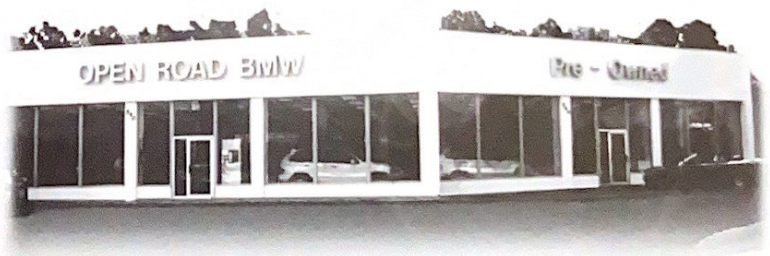
And, to me that's what we're really celebrating, that through the years we've been fortunate enough to have talented, industrious employees who appreciate our Ryan Automotive commitment to excellence. I salute all of our past employees, and commend all of our current employees on maintaining the Ryan Automotive tradition of dedication and hard work.

Open Road BMW C.P.O. Showroom is #1... Again!

The Open Road BMW Certified Pre-Owned Showroom is #1 in sales in the nation... again! That's right, at the end of March the team from the C.P.O. BMW Showroom sold a record-breaking total of 77 pre-owned BMW's (63 of which were Certified Pre-Owned BMWs) catapulting them to the #1 spot in the nation for the third time since they opened for business at the end of August, 2001. Now that's something to be proud of!

The Open Road BMW Certified Pre-Owned Showroom is a modern, stand-alone facility with an enormous 10,200 square foot showroom that attractively displays as many as 30 C.P.O. BMW's. The concept is to present these cars (which have been reconditioned to look and drive as new as possible) in a way that gives customers a new-car buying experience.

"The public has responded positively to both the idea of purchasing a pre-owned BMW that has been factory reconditioned and warranted, and to Open Road BMW's unique presentation of these vehicles," Mr. Ryan said. "But as with any great idea, it takes a smart team of dedicated individuals to make it a success. I want to extend my congratulations to Open Road BMW General Manager, Bob Forcini; Sales Manager, Bill Craig; and C.P.O. Sales Manager, Frank Costa and his entire team on their outstanding achievement. To be #1 in sales in the country three times in just seven months of operation demonstrates an outstanding level of talent, dedication and hard work".



Ryan Automotive Headquarters Is Complete

Ryan Automotive's new, 56,000 square foot headquarters, located at 200 Carter Drive in Edison, is now fully operational. As reported in January's issue, this is the first time that Ryan Automotive has a separate, centralized headquarters, not connected to Brunswick Avura.

"It's a dream come true to know that our business has grown to the point that a major move like this is necessary," Mr. Ryan said.

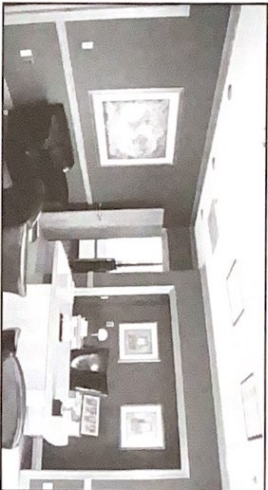
The building's 6,000 square feet of office space is now home to Ryan Automotive's executive offices. Mr. Ryan's office is completely furnished, and he has moved in and is now working out of the Carter Drive location on a permanent basis. The same is true for Ryan Automotive CFO Mary Gross, Ryan Automotive Controller, Marie Pennowski and Ryan Automotive Publisher, Sarah Danicich. Open Road BMW General Manager, Bob Forcni also maintains an office at the new headquarters, so that he can conduct business as easily there as he does at the new car showroom. In addition to all of the executive offices being set up, the conference room has also been completed, and is being used regularly for managers' meetings and for meetings with visitors. There are two lunch rooms, with comfortable tables and chairs and fully functional kitchens. And, the Billing Clerks are hard at work in rows and rows of cubicles that now occupy the new location of the Ryan Automotive Corporate Accounting Department.

Open Road BMW's P.D.I. (Pre-Delivery Inspection), is fully staffed and has been working out of the 50,000 square feet of warehouse space since February, under the direction of Peter Cartwright, Facility Manager of the new corporate headquarters.

To celebrate the completion of the new corporate headquarters, all Ryan Automotive employees are invited to visit the new facility at an Open House on Tuesday, May 7. The celebration will be held from 9pm - 8pm. Refreshments and Hors d'oeuvres will be served.



The warehouse



Mr. Ryan's office



Bob Forcni's office



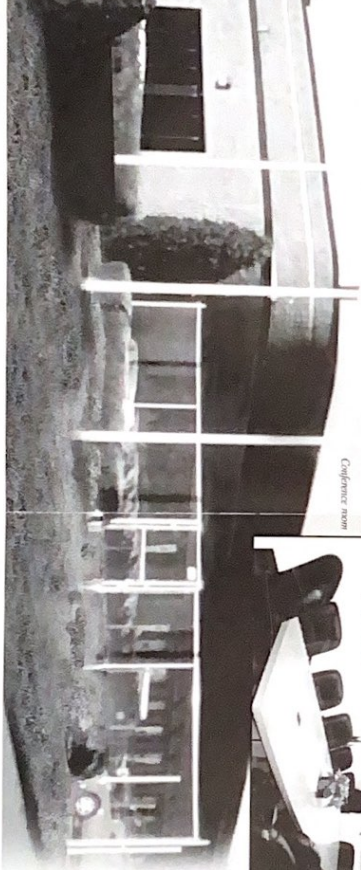
Marie Pennowski's office



Marie Pennowski's office



Conference room



Morristown MINI Launch Party



It's official! The Morristown MINI launch party will be held on Thursday, June 13, from 5pm to 9pm. All Ryan Automotive employees are invited to join the party at the dealership's location at 59 Bank Street, in Morristown. For those of you who haven't heard, Morristown MINI is Ryan Automotive's newest dealership. It is one of only 70 in the nation, and sells BMW's re-engineered version of the Mini Cooper, a small car that was first introduced in 1959.

"This launch party is going to be tons of fun," Mr. Ryan said. "Since the MINI Cooper is such a special car, everyone who attends can expect something very special in the order of food and refreshments, music and even door prizes. And, since MINIs come in 14 different colors with contrasting roofs and mirrors, everyone is invited to get into the spirit of the evening by wearing black and white... or any other two-tone color combination."

The MINI may be a little car...but this is going to be a big celebration. So what are you waiting for? Mark the date on your calendar and let's party...or should we say, Let's Motor!

MINI Cooper Loves A Parade

While June 13 will mark Morristown MINI's official launch, it should be noted that a MINI Cooper from Morristown MINI made its first public appearance on Saturday, March 16 in the Morristown St. Patrick's Day parade.

A MINI Cooper was driven in the parade, generating an enthusiastic response from parade watchers. It should also be noted that the Morristown MINI showroom had a great deal of traffic on the following Monday. Customers who went to the parade wanted to know more about this interesting little car.

Ryan Automotive Is An Equal Opportunity Employer

A female salesperson in the car business is uncommon at most dealerships, so uncommon that when the Home News Tribune heard about Stephanie Carpenter, a salesperson at Brunswick Acura, they decided to include her in an article titled, "Crashing The Boys' Club". The article, which appeared in the "On The Run" section of the *Home News Tribune* on Wednesday, April 17, focuses on Stephanie, and another female salesperson at another dealership, and how they are perceived by their customers and co-workers in this usually male-dominated profession.



In the article, Stephanie admits that some men may not take a female car salesperson seriously. However, she also admits that since she started working at Brunswick Acura, in January, she has experienced "nothing but encouragement from the sales managers." And goes on to say that "they are very sweet to me".

"I am proud to be one of the few dealership groups to employ female sales representatives," Mr. Ryan said. "Ryan Automotive is an equal opportunity employer, who welcomes diversity. What we look for are talented, professional people who understand the Ryan Automotive corporate philosophy of treating a customer so well that they wouldn't think of going anywhere else. It's only natural that some of them would be women."

Stephanie certainly fits the mold of a Ryan Automotive employee, who always goes out of her way for her customers. In the article, she describes herself as a woman who likes cars. "I go out and flip trunks, break nails and go out in the rain, snow and blazing heat," she said. "Sometimes customers say, 'Oh, you don't have to do that,' and I say, 'No, it's my job, and I want to.'"

Ryan Automotive Participates In EXCEL Program

Mr. Ryan, Brunswick Acura General Manager, Neil Kotecha; Wayne Acura General Manager, Mike Morais; Open Road Honda General Manager, Joe Zukarfein and four employees from each of their stores, recently participated in American Honda's EXCEL Program.

The EXCEL Program, which stands for "Exceeding Customer Expectation Levels for Life," was introduced at a two-day seminar for Honda and Acura dealerships. The program is

designed to train employees so that customer satisfaction is always guaranteed, by following a very specific sales process that is monitored daily and reviewed monthly.

"This program fits nicely into the Ryan Automotive approach to customer treatment," Mr. Ryan said. "In this business, customer service means everything, because without satisfied customers we have nothing."

APRIL MILESTONES


Congratulations to...

- Brianna Zukarfein, daughter of Open Road Honda/Mazda/Isuzu General Manager, Joe Zukarfein, who received her Holy Communion on April 16.
- Brittany Murawski, daughter of Open Road Honda Sales Manager, Keith Murawski, who will receive her Holy Communion on May 18.
- Emily Stein, who started at Brunswick Acura on April 1 as the "new voice"/receptionist.
- Mark Epstein, Brunswick Acura Salesperson, who celebrated his 8th anniversary with Ryan Automotive on April 1.
- Eileen Epstein, daughter of Brunswick Acura Salesperson Mark Epstein, who will graduate from Lehigh University, Phi Beta Kappa, in May.

Happy Birthday to...

- Neil Kotecha, Brunswick Acura General Manager, who celebrated his birthday on April 2.
- Peter Cartwright, Facility Manager of Ryan Automotive's corporate headquarters, who celebrated his birthday on April 11.
- Maryann Pakulski, Open Road Honda Office Manager, who celebrated her birthday on March 2.
- Karen Burke, Open Road Honda Bookkeeper, who celebrated her birthday on March 3.
- Mark Epstein, Brunswick Acura Salesperson, who celebrated his birthday on March 26.

NOTE FROM THE EDITOR:



Birthdays come but once a year! Give a friend a mention in the Newsletter! Tell us his or her birthday (anniversaries, too!) and we'll send congratulations by printing it! Call the editor, Sarah Dmicola, at 732-650-1550, and we'll keep it on file for next year.

LOOKING AHEAD- Watch this space for dates for:

- Baseball Game
- Fishing Party