



Robert L. McDorman Jr. receives Texas group's 'Dealer of the Year' award.

McDorman gets honor from Texas auto group

By **DAN WALLACH**
THE ENTERPRISE

NEDERLAND -- A panel of professors at a business management school selected Robert L. McDorman Jr. of McDorman Motors as "Quality Dealer of the Year" for 2000 for the Texas Independent Automobile Dealers Association.

The association gave McDorman its award this past Saturday in Galveston.

The professors from Northwood University, which offers a degree in automotive management, selected McDorman from five candidates nominated by peers in the 806-member association of independent dealers who sell previously owned vehicles.

In a letter informing the association of McDorman's selection, Northwood professor Tom Hern said, "Mr. McDorman is a perfect example of an American small businessman, who through hard work and dedication has become a leader in the automobile industry."

Northwood has three campuses — one in Cedar Hill, south of Dallas, and also in Michigan and Florida.

Hern's letter cites McDorman's rise from a stock order employee in a parts store to ownership position in three pre-owned vehicle dealerships in Southeast Texas.

"More importantly, Robert understands the formula to success in any business is having great employees that provide

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McDORMAN : Wins award

outstanding service," Hern said in his letter.

"Ain't that something?" McDorman said. "I hope I'm raising the benchmark for the image of car dealers."

He said the Texas Independent Automobile Dealers Association comprises dealers who are interested in offering good customer service.

Members pay dues to belong to the association, which provides its membership with education about legal issues and publishes in its monthly magazine the names of dealers who are fined by the state Motor Vehicle Commission for infractions.

Jackie Gill, the association's executive director in Austin, said there are an estimated 12,000 used car dealers in Texas.

The association maintains a code of ethics for its dealers in its relations with the buying public.

"We don't accept dealers (for membership) who factually misrepresent their vehicles," she said.

Gill said peers nominated the five candidates from which the panel selected the winner.

Other members of the association in Southeast Texas include:

American Auto Sales, B&L Auto, Daylight Motor Co. Fourth Street Used Auto Sales, Go Go Motors, Beaumont Dealers Auto Auction and McDorman Motors, all in Beaumont.

In Nederland, the members are Advanced Motor Co. and McDorman Motors.

In Orange, the association member is Auto Mart.

In Port Arthur, members are Buy Here Pay Here Auto and M&M Motors No. 2.

In Vidor, the member is First Choice Auto Sales, which is owned by McDorman Motors.

McDorman, as the state's winner for this year, will go on to compete for a national award in Nashville, Tenn., this April.

Gill said consumers in 1999 bought 14.2 million pre-owned vehicles from independent dealers across the country worth an estimated \$108 billion, with an average price of \$7,590 per vehicle.

She had no similar statistics for sales within Texas.