

NAMAD

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Georgia in extra session to develop a "survival agenda." The members unanimously voted to demand that Detroit's automobile manufacturers declare a moratorium on minority dealership closures. Virgil Anderson, NAMAD's executive director, recalls that members agreed that it was within the realm of equity to seek "special [even preferential] consideration" from the industry that had systematically locked them out of its "money-making pipeline" for decades.

Porterfield Wilson, winner of Pontiac's "Master Dealer Award," said: "Without a moratorium, there won't be many Black dealers around by the time this slump ends. All of the other things the manufacturers are doing to help us won't mean much if there are none of us in business to help." Nate Conyers added: "This [the moratorium] is in the interest of maintaining minority participation in this industry."

The car dealer members of NAMAD raised more than \$30,000 to finance the initial costs of carrying their message to the executives of the auto industry. They drew heavily upon the influence and strategies of the Rev. Jesse Jackson and Operation PUSH to "jawbone" the Detroit barons into action. NAMAD's president, James Woodruff, expressed the association's rationale: "Given the circumstances, manufacturers have a responsibility to meet the dealers half way. When Chrysler was in trouble, the federal government came to its rescue, and we feel the same should happen for minority auto dealers."

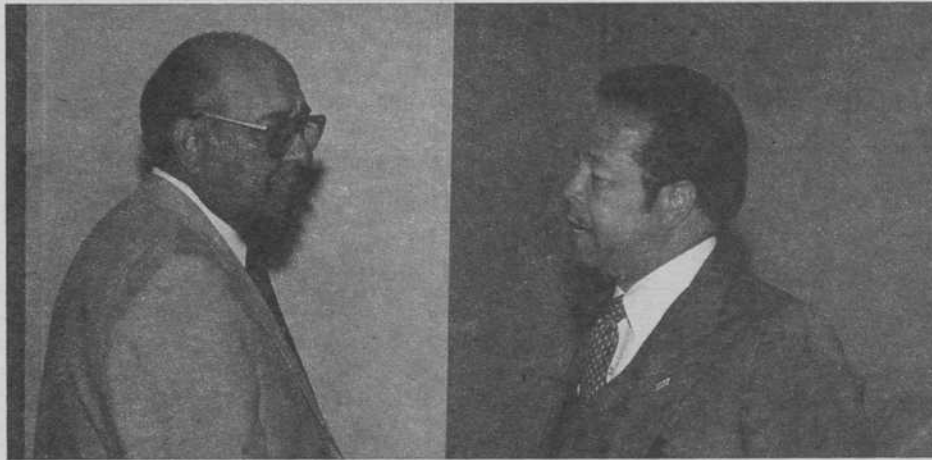
NAMAD's Survival Agenda:

THE following proposals, "NAMAD's Survival Agenda," were made to the auto makers:

1. That a moratorium be put into effect on the closing of minority-owned dealerships.

2. That auto makers increase capitalization of minority-owned dealerships to the average level of all dealerships, provide additional relief from the high cost of carrying inventory, accelerate ability of dealers to return unused parts in exchange for cash, steer corporate or fleet sales to minority dealers and channel more advertising toward Black publications.

NAMAD has succeeded in establishing effective communications with Detroit's auto makers so unique minority problems can be addressed. The association also has exerted pressure on manufacturers and



Ray Cardenas, Buick, and Porterfield Wilson, Pontiac, chitchat during break.



Black Ford and Lincoln-Mercury dealers visit Rep. John Conyers (D-Mich.) [standing 5th from right].



Gov. Celeste of Ohio receives keys from Kenneth C. Younger, Landmark Ford Sales Inc. and his wife.

governmental units to purchase a representative amount of business from minorities.

The association's goals include:

- Setting up a communication network among minorities and industry representatives in order to assist, educate and share information which will build a sound business foundation;

- Having a resource readily available to identify needs and information about [the auto sales industry] and our community;

- Cooperating with other minority businesses and community associations to improve support to one another.

Who benefits from NAMAD's selling "Made in America"? Everyone benefits. The payouts are unlimited. Every minority car dealer benefits, along with our cities, our states and our country. Through these dealers' joint efforts, the minority community begins to feel and receive new and added awareness and acceptance of one another. Minority businesses grow and are supported more heavily by their ethnic groups. Minority businesses accept the challenge of equality (service, quality and product) building the economic base never before experienced in this country.

How have auto manufacturers responded to the challenge? The following statements by the chief executive officers of the Chrysler Corporation, Ford Motor Company and General Motors are indicative of a growing commitment on the part of these auto makers to creating an equitable share of minority dealerships.

Chrysler Corporation is on a roll. We survived the hard times. We have recovered and we are taking charge in the auto market. In the past two years, Chrysler has expanded production and sales. We have added dealers and we now have 43 minority dealers compared to 21 in 1984. We may not be the biggest, but we want to be the best. And we want minority businesses to share in our new opportunities.

—Lee Iacocca

...Minority communities want nothing more nor less than society as a whole—that is: opportunity, not sympathy; jobs, not welfare; a fair return on their investments as consumers, or as Rev. Jesse Jackson so frequently makes the case—trade, not aid. In short, what they want is

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