

# Let's take a ride to Porterfield's place.

That's Porterfield Wilson Pontiac-GMC, right here on the west side of our hometown, Detroit.

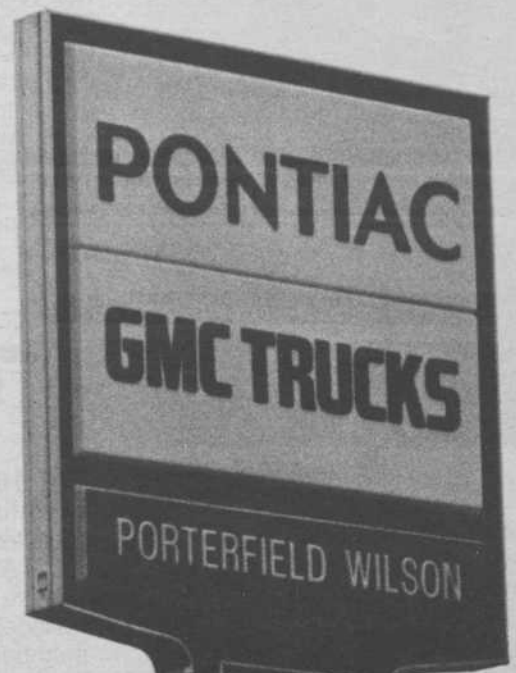
It opened in 1970 a couple of miles from here. But Porterfield soon outgrew that space.

Today, this isn't just one of the largest Black-owned and operated dealerships in America—it's one of the largest Black-owned businesses in America. Period.

We're more than proud of Porterfield at General Motors, because his success is an example of our commitment. A commitment that doesn't end with minority dealer development.

Through the endowments we've established in virtually every minority college in the country, through the nearly one billion dollars we've placed in minority-owned banks, through the billion dollars *plus* we spent with minority suppliers—last year alone—we are acting on a single conviction:

At General Motors, we believe that supporting the people who buy our Chevrolets, Pontiacs, Oldsmobiles, Buicks, Cadillacs and GMC trucks is more than just a corporate responsibility—it's good business.



**GENERAL MOTORS**

We never forget  
who's driving.

