

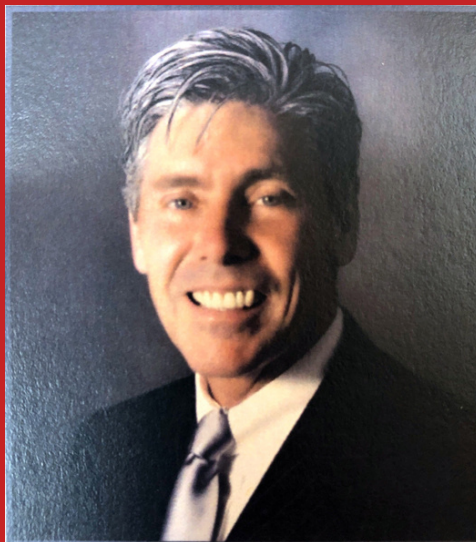


NATIONAL CAR DISCOUNTERS
GEORGETOWN, KENTUCKY



NICHOLASVILLE
AUTO&TRUCKSALES

Corporate Portfolio of Ron McCauley



Prepared for
Jim Press
Executive Advisor
Hyundai Motor North America HQ



NATIONAL CAR DISCOUNTERS ★ NICHOLASVILLE
GEORGETOWN, KENTUCKY AUTO&TRUCKSALES

Corporate Portfolio of Ron McCauley

TABLE OF CONTENTS

1. Management & Ownership
2. Military Acumen
3. Community Recognition
4. Business Leadership
5. Press Highlights
6. Professional Awards



Management & Ownership

Military Acumen

Community Recognition

Business Leadership

Press Highlights

Professional Awards



Management Chain of Command

Owner
Ron McCauley



CEO
Ryan McCauley



Business Philosophy

"One can achieve any objective, accomplish any goal, and realize any dream if one helps others achieve their objectives, goals and dreams."

Having been employed in the automobile industry at the retail level for the past 40 years, I have observed that the one constant in the business is change.

First as a salesperson, then as a sales manager, I had the opportunity to develop a philosophy toward the business that serves me to this day. As an F&I Manager, Used Car Manager, General Sales Manager, General Manager, and now currently as a Dealer, my belief in and commitment to that philosophy is stronger than ever. By holding true to that philosophy, I've been able to grow with keep the industry and the breakneck speed with which the industry evolves.

Simply put, my philosophy is that one can achieve an objective, accomplish any goal, and realize any dream if one helps others achieve their objectives, goals and dreams.

I am therefore qualified for my current position and see myself as a legitimate dealer by virtue of experience and the insight that comes with it. This insight allows me to recognize my role as a leader with the responsibility of guiding all associates to be the best they can be. Only by being our individual best can we be our collective best.

Ron McCauley



Mission Statement

A Commitment to Excellence

Ron McCauley's success comes from continued education and training programs as well as his devotion to his personal philosophy that one can achieve any objective, accomplish any goal, or realize any dream by helping others to do the same.

Ron McCauley has instituted a policy of True North Principles into the operations of all his dealerships.

True North Principles



Treat others the way you want to be treated.

Do the right thing, always.

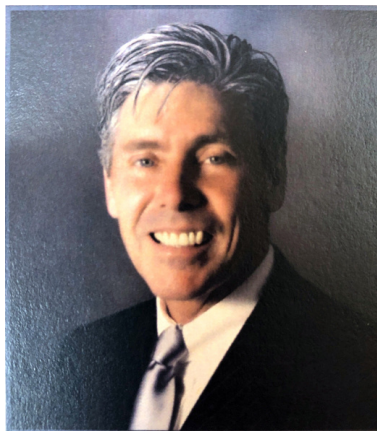
Do your best.

Act with integrity.

About Ron McCauley

35 Years of Professional Experience

PLACE OF EMPLOYMENT	ADDRESS	YEARS WORKED	TITLE/POSITION
Chrysler of Lawrenceburg	1181 Bypass South Lawrenceburg, KY 40342	2014-2022	Owner
Chrysler of Nicholasville	1010 Elizabeth Street Nicholasville, KY 40356	2008-2016	Owner
Toyota of Richmond	5601 National Road East Richmond, IN 47374	2002-2007	Owner
Toyota of Nicholasville	1010 Elizabeth Street Nicholasville, KY 40356	1993-2004	Owner/GM
Lexus of Lexington	1010 Elizabeth Street Nicholasville, KY 40356	1993-2002	Owner/GM



PERSONAL INFORMATION

Date of Birth: May 18, 1950

Place of Birth: New Albany, IN

Social Security Number: 306-56-1151

Place of Residence: 2300 Hall Road, Nicholasville KY 40356



Management & Ownership

Military Acumen

Community Recognition

Business Leadership

Press Highlights

Professional Awards

Ron McCauley's Military Acumen

Ron McCauley joined the US army in October of 1968, directly out of high school, to receive 4 years of college paid for by the military. He served the country until 1972. During his service, he spent 19 months in Vietnam, from April 1969 to November 1970.



Ron McCauley's Military Acumen

The Bronze Star Medal

"His initiative, zeal, sound judgement and devotion to duty have been in the highest traditions of the United States Army and reflect great credit on him, his unit, and the military service"



THE UNITED STATES OF AMERICA

TO ALL WHO SHALL SEE THESE PRESENTS, GREETING: THIS IS TO CERTIFY THAT THE PRESIDENT
OF THE UNITED STATES OF AMERICA AUTHORIZED BY EXECUTIVE ORDER, 24 AUGUST 1962 HAS AWARDED

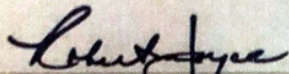
THE BRONZE STAR MEDAL

TO
SPECIALIST FIVE RONALD WAYNE MCCAULEY, UNITED STATES ARMY

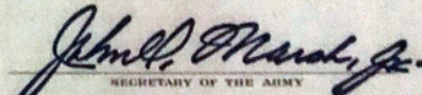
FOR distinguishing himself by outstanding meritorious achievement in connection with ground operations against a hostile force in the Republic of Vietnam during the period October 1969 to October 1970. Through his untiring efforts and professional ability, he consistently obtained outstanding results. He was quick to grasp the implication of new problems with which he was faced as a result of the ever-changing situations inherent in a counterinsurgency operation and to find ways and means to solve those problems. The energetic application of his extensive knowledge materially contributed to the efforts of the United States mission to the Republic of Vietnam. His initiative, zeal, sound judgement and devotion to duty have been in the highest traditions of the United States Army and reflect great credit on him, his unit and the military service.

GIVEN UNDER MY HAND IN THE CITY OF WASHINGTON

THIS 17th DAY OF September 19 84


The Adjutant General




SECRETARY OF THE ARMY

Ron McCauley's Military Acumen

The Air Medal

"For distinguishing himself by meritorious achievement while participating in sustained aerial flight in support of the combat ground forces of the Republic of Vietnam...totaling more than twenty-five aerial missions over hostile territory."



THE UNITED STATES OF AMERICA

TO ALL WHO SHALL SEE THESE PRESENTS, GREETING: THIS IS TO CERTIFY THAT THE PRESIDENT OF THE UNITED STATES OF AMERICA AUTHORIZED BY EXECUTIVE ORDER, 11 MAY 1942 HAS AWARDED

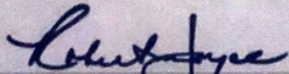
THE AIR MEDAL

TO

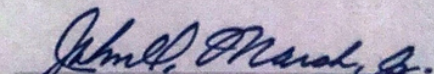
SPECIALIST FOUR RONALD WAYNE MCCAULEY, UNITED STATES ARMY

FOR distinguishing himself by meritorious achievement while participating in sustained aerial flight in support of combat ground forces of the Republic of Vietnam during the period 9 July 1969 to 27 July 1969. During this time he actively participated in aerial missions, totalling more than twenty-five aerial missions over hostile territory in support of counterinsurgency operations. During all of these missions he displayed the highest order of air discipline and acted in accordance with the best traditions of the service. By his determination to accomplish his mission in spite of the hazards inherent in repeated aerial flights over hostile territory and by his outstanding degree of professionalism and devotion to duty, he has brought credit upon himself, his organization, and the military service.

GIVEN UNDER MY HAND IN THE CITY OF WASHINGTON
THIS 17th DAY OF September 19 84


THE ADJUTANT GENERAL




SECRETARY OF THE ARMY

Ron McCauley's Military Accumen

The Army Commendation Medal

"Through his outstanding professional competence and devotion to duty he consistently obtained superior results. Working long and arduous hours, he set an example that inspired his associates to strive for maximum achievement."



DEPARTMENT OF THE ARMY

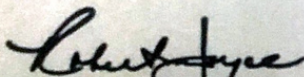
THIS IS TO CERTIFY THAT THE SECRETARY OF THE ARMY HAS AWARDED

THE ARMY COMMENDATION MEDAL

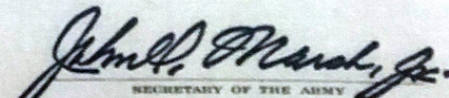
TO SPECIALIST FIVE RONALD WAYNE MCCAULEY, UNITED STATES ARMY

FOR exceptionally meritorious achievement in support of the United States objectives in the counterinsurgency effort in the Republic of Vietnam during the period 1 February 1970 to 31 May 1970. Through his outstanding professional competence and devotion to duty he consistently obtained superior results. Working long and arduous hours, he set an example that inspired his associates to strive for maximum achievement. The loyalty, initiative and will to succeed that he demonstrated at all times materially contributed to the successful accomplishment of the mission of this command. His performance was in keeping with the best traditions of the United States Army and reflects great credit upon himself, his unit and the military service.

GIVEN UNDER MY HAND IN THE CITY OF WASHINGTON
THIS 17th DAY OF September 19 84


The Adjutant General




SECRETARY OF THE ARMY



Management & Ownership

Military Acumen

Community Recognition

Business Leadership

Press Highlights

Professional Awards

Ron McCauley's Community Highlights

IN THE NAME AND BY THE AUTHORITY OF THE



RUSSELL MEYER

Mayor of the City of Nicholasville

To all to Whom These Presents Shall Come, Greeting:

Know Ye, That

Ronald McCauley

*is commissioned an **Honorary Citizen** of the city of*

NICHOLASVILLE, KENTUCKY

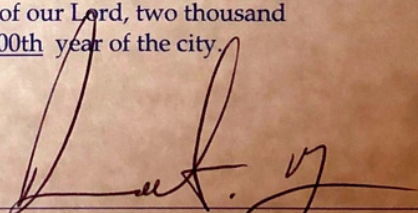
For his service as a E-5 in the U.S. Army

*I hereby confer this honor with all the rights, privileges
and responsibilities thereunto appertaining.*

In Testimony Whereof, I have caused these letters to
be made patent and the seal of the City of
Nicholasville to be hereunto affixed.

Done at Nicholasville City Hall, the 9th day of
August in the year of our Lord, two thousand
and 12 and in the 200th year of the city.




BY THE MAYOR

Ron McCauley's Community Highlights



Your Service Made A Difference

This Certificate of Recognition is Proudly Presented to:

Ron McCauley

For having given so generously of your time in support of the
Military Freedom Fest in Jessamine County, the Kentucky Department of
Veterans Affairs presents this certificate as a token of our appreciation and respect.

Benjamin F. Adams, III

Benjamin F. Adams, III
Brigadier General, U.S. Army (Ret)
Commissioner
Kentucky Dept. of Veterans Affairs



Presented on behalf of the
Kentucky Department of
Veterans Affairs
October 9, 2019

Ron McCauley's Community Highlights

THE HOUSE OF REPRESENTATIVES OF THE COMMONWEALTH OF KENTUCKY

Citation of Appreciation

*The House of Representatives of the Commonwealth of Kentucky
hereby recognizes and honors the owners and staff of*

Chrysler of Lawrenceburg

*for demonstrating tremendous patriotism and outstanding community spirit
by their continued support of Kentucky's brave military veterans.
Inasmuch as the owners and staff of Chrysler of Lawrenceburg have
consistently exhibited a laudable commitment to treating the veterans of
their community with well-deserved respect and gratitude for their brave
service as members of the United States Armed Forces, the members of this
august body are deeply honored to join Representative Russell A. Meyer
in commending said honorees for their efforts in this most worthwhile
endeavor and in extending best wishes for the future prosperity and success
of this cherished community asset.*



*Done in Frankfort, Kentucky, this
fifteenth day of July, in the year
two thousand sixteen.*

Gregory D. Stumbo
Speaker, House of Representatives

Lee A. Meyer
Member, House of Representatives

Ron McCauley's Community Highlights



ENERGY AND ENVIRONMENT CABINET

To all to Whom These Presents Shall Come, Greeting: Know Ye, That

THE HONORABLE RONALD MCCAULEY

Has Been Duly Commissioned An

ADMIRAL

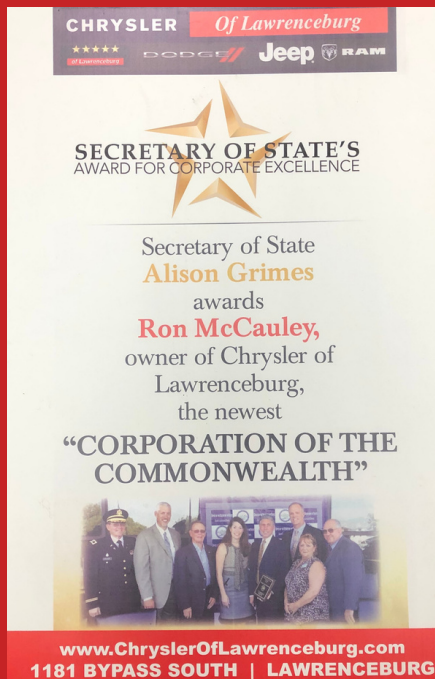
*of the great fleet of the Commonwealth
in consideration and recognition of fair and just guardianship of the
rich natural resources and environmental wealth of Kentucky
entailing a solemn charge to honorably defend and promote
the stewardship, creative use, innovative renewal and faithful restoration of
our environmental heritage*



*Given under my hand at
Frankfort, Kentucky, this
Twenty-fifth day of July, 2012*

*Leonard K. Peters
Secretary, Energy and
Environment Cabinet*

Ron McCauley's Community Highlights



Ron McCauley's Community Highlights



MATTHEW G. BEVIN

GOVERNOR

To All To Whom These Presents Shall Come, Greeting: Know Ye, That

Honorable Ronald McCauley

Is Commissioned A

KENTUCKY COLONEL

I hereby confer this honor with all the rights, privileges and responsibilities thereunto appertaining.

In testimony whereof, I have caused these letters to be made patent, and the seal of the Commonwealth to be hereunto affixed. Done at Frankfort, the 26th day of February in the year of our Lord two thousand and sixteen and in the 22^d year of the Commonwealth.



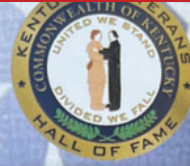
Matthew G. Bevin
By the Governor - Matthew G. Bevin

Alison Lundergan Grimes
Secretary of State - Alison Lundergan Grimes

Ron McCauley
State Representative, District 55

Ron McCauley's Community Highlights

Class of 2018 Inductee



KENTUCKY VETERANS HALL OF FAME



US Army
SGT Ron McCauley
Vietnam

Sgt. Ronald McCauley, Nicholasville, joined the Army in 1968, received training in the firing of M-60 machineguns from the door of Huey helicopters, and was honored as the distinguished graduate. He served in Chu Lai, Vietnam, as a helicopter door gunner, logging over 1,000 flight hours on more than 75 assault missions. Among his medals is a Bronze Star.

Ron is a major supporter of Freedom Fest by sponsoring their military float and veteran excursions. He is a huge supporter of the KY Honor Flight and hosts many free dinners each year to honor veterans and their families. Ron has received numerous awards and citations from the Senate, the House of Representatives, Congress, Sec. of State Alison Grimes, and the Military Freedom Fest for his outstanding contributions to KY veterans. Through his dedication, three WWII veterans received the French Legion of Honor Medal, the highest honor bestowed for assistance in liberating France. Ron also is involved with World Vision, specifically Exile International, which has rescued and given new life to more than 1500 child soldiers after being kidnapped and forced to kill even family members. In 2016, Ron was honored with the KY Large Corporation Business of the Year Award.



Management & Ownership

Military Acumen

Community Recognition

Business Leadership

Press Highlights

Professional Awards

Ron McCauley's Career Highlights

Elite of Lexus Dealership Winner 6 times between 1993-2002

Inducted into the Sales Manager Hall of Fame in 1996

Under Ron McCauley's leadership, Toyota of Nicholasville earned the President's Award, Toyota's most coveted distinction, 7 times between 1993 - 2004

In 2004, Toyota of Richmond earned the President's Award for outstanding performance and the highest level of customer satisfaction. It was the dealership's first President's Award, in just two years after acquired by Ron McCauley.

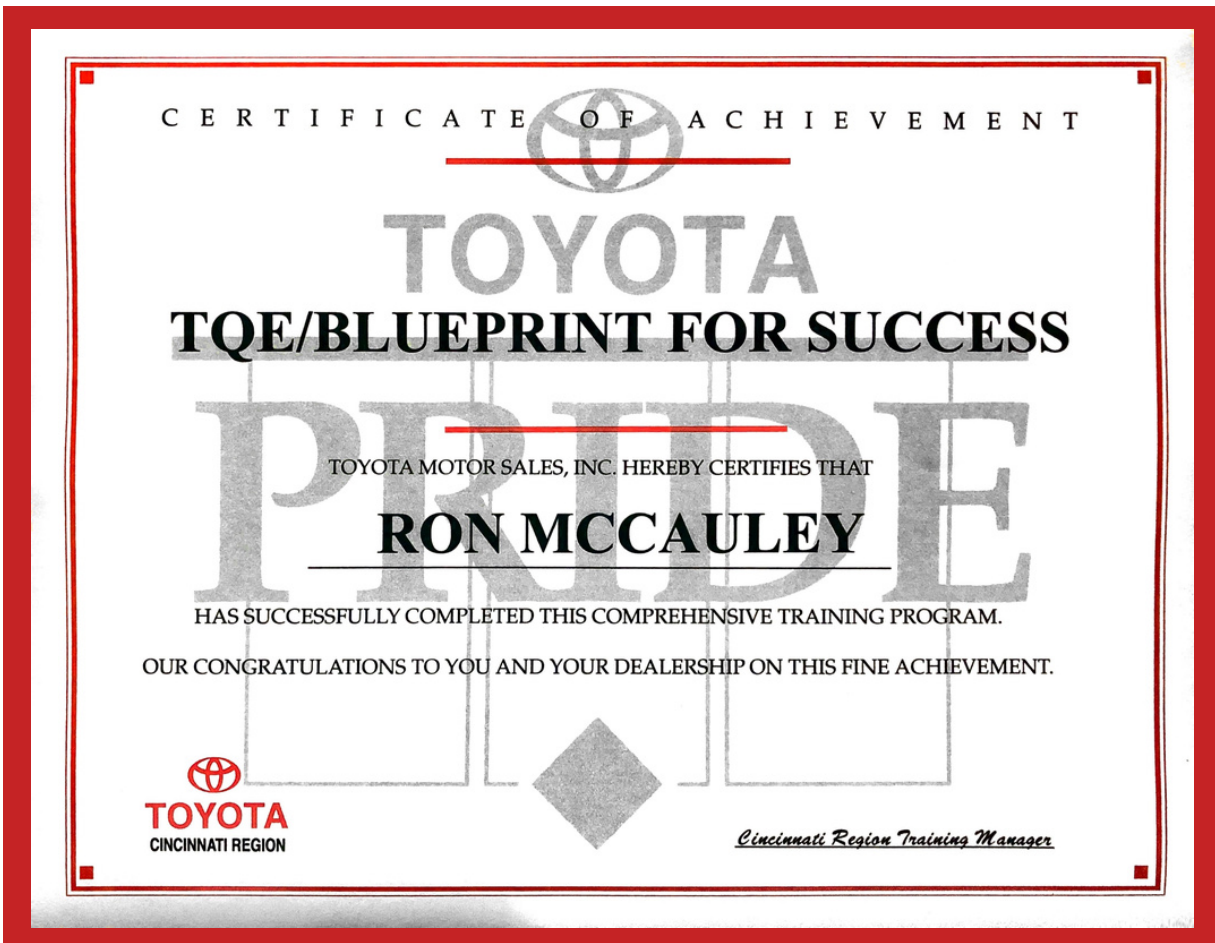
In 2016, the Commonwealth of Kentucky Energy and Environment Cabinet commissioned Ron McCauley an Admiral for his conservation efforts.

Kentucky Governor Matthew G Bevin commissioned Ron McCauley a Kentucky Colonel in 2016.

In 2016, Kentucky's Secretary of State Allison Lundergan Grimes awarded Chrysler of Lawrenceburg the Corporations for the Commonwealth Award for Ron's continuing support for veterans and veterans organizations.

Training & Expertise Highlights

Toyota TQE/Blueprint for Success



Training & Expertise Highlights

University of Dealership Management

1998

University of Dealership Management

This certifies that

RON MCCAULEY

participated in the

MANAGEMENT EDUCATION WORKSHOP PROGRAM

to increase effectiveness in the field of Dealership Management

Presented at the

Jan 31 - Feb 3, 1998 NADA Convention and Exposition
New Orleans, Louisiana

.60



Frank E. McCarthy
Executive Vice president

Training & Expertise Highlights

2000 Tundra Product Launch Program





Chrysler of Lawrenceburg

May 2014 - February 2022

Outstanding Leadership

2016 Corporations for the Commonwealth Award

Award Winning Sales

Award Winning Service Department

Award Winning Parts Department

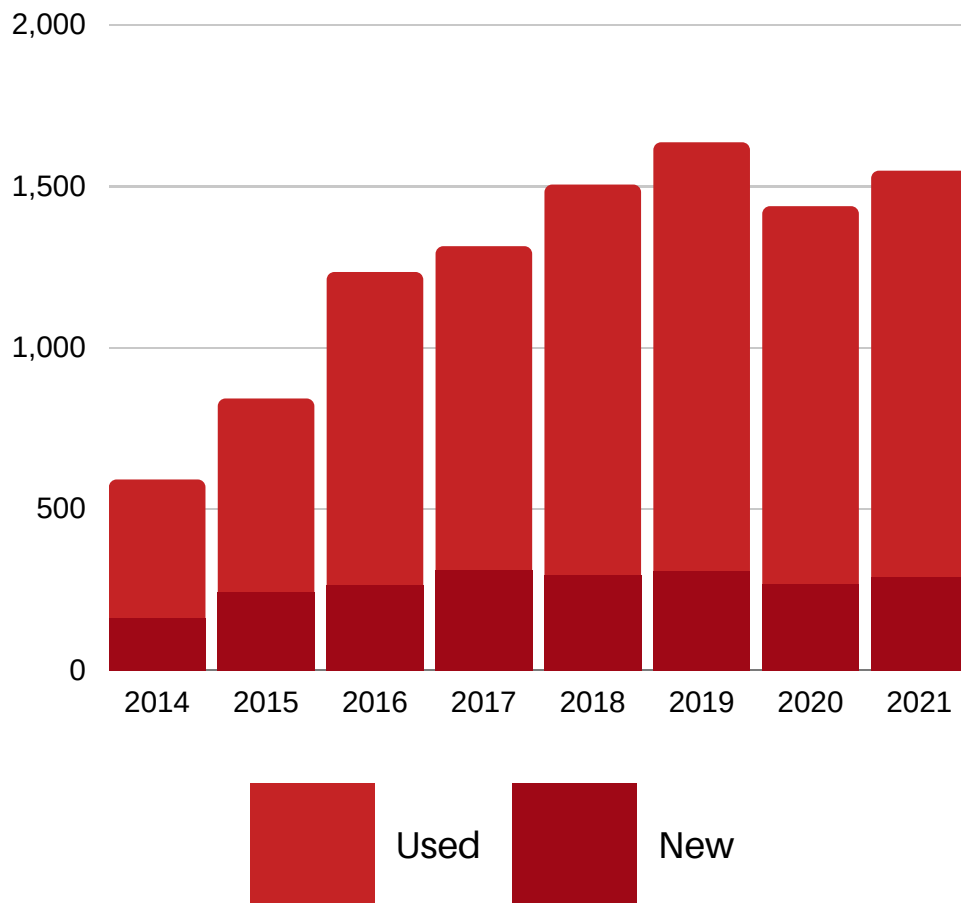
Proven Track Record

YEAR	# NEW SOLD	# USED SOLD
2014	160	430
2015	241	600
2016	262	971
2017	310	1,003
2018	294	1,210
2019	305	1330
2020	267	1170
2021	287	1260



Chrysler of Lawrenceburg

Annual Sales Volume



Demonstrates significant growth in a new market in short period of time, increasing sales by almost 300% in 4 years.



Chrysler of Lawrenceburg



GOOD
73% RECOMMENDED
4.0 | ★★★★★
208 Lifetime Reviews

CHRYSLER



Chrysler on Nicholasville

July 2008 - March 2016

Outstanding Leadership

Increased Number of Employees from 25 to 95 over the course of ownership

Award Winning Sales

Award Winning Service Department

Award Winning Parts Department

Proven Track Record

YEAR	# NEW SOLD	# USED SOLD
2012	733	1,202
2013	828	1,417
2014	710	1,383
2015	765	1,555

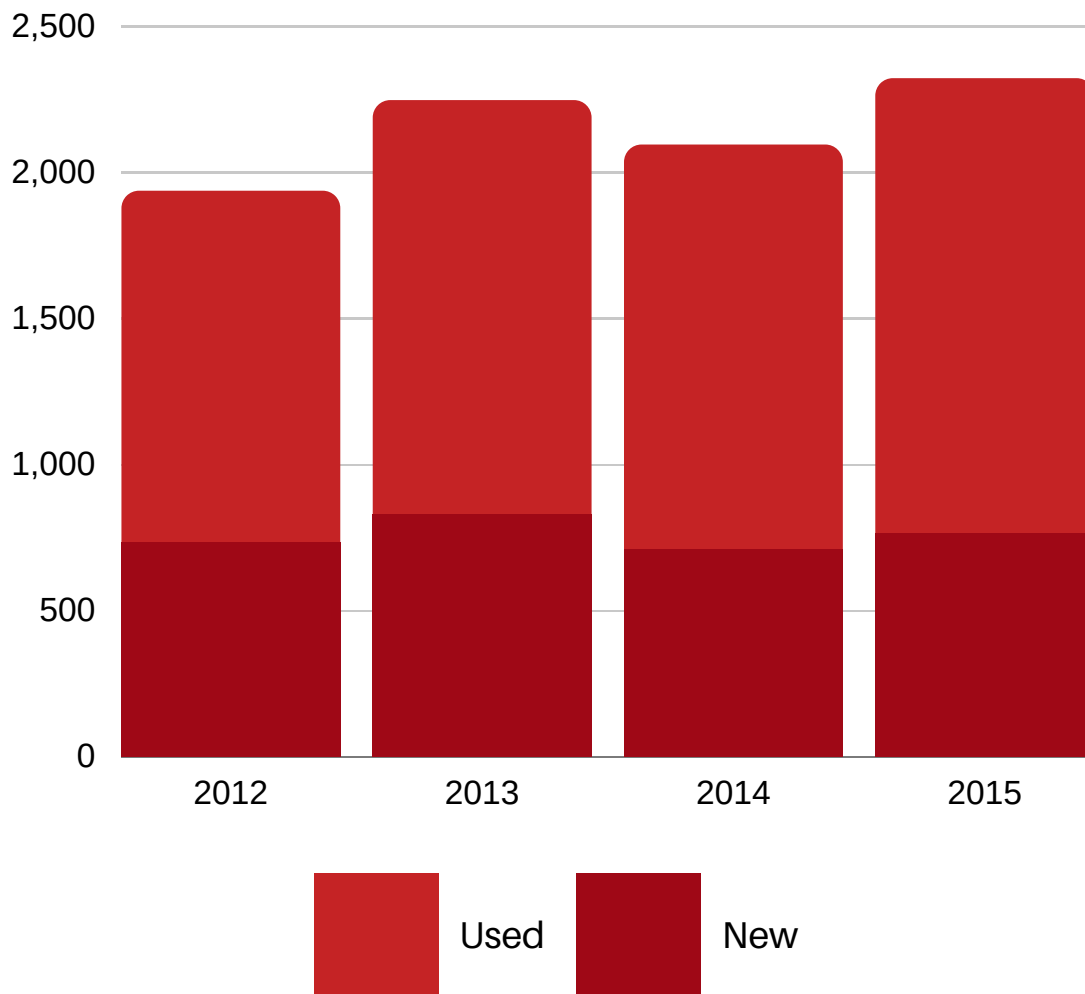
CHRYSLER



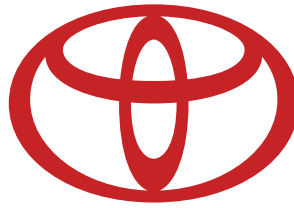
DODGE // **Jeep**  **RAM**

Chrysler on Nicholasville

Annual Sales Volume



Demonstrates ability to hold consistently high volume over time within an established market.



Toyota of Richmond

November 2002 - January 2007

Outstanding Leadership

Toyota President's Award Winner

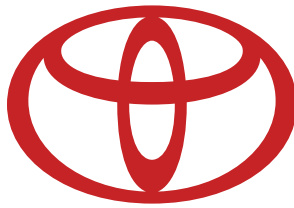
Parts & Service Excellence Award

Over \$60 Million in Sales

Prior to Ron McCauley's purchase of the dealership and excellent leadership, the site averaged less than 400 new and used vehicles with annual sales of \$8 Million.

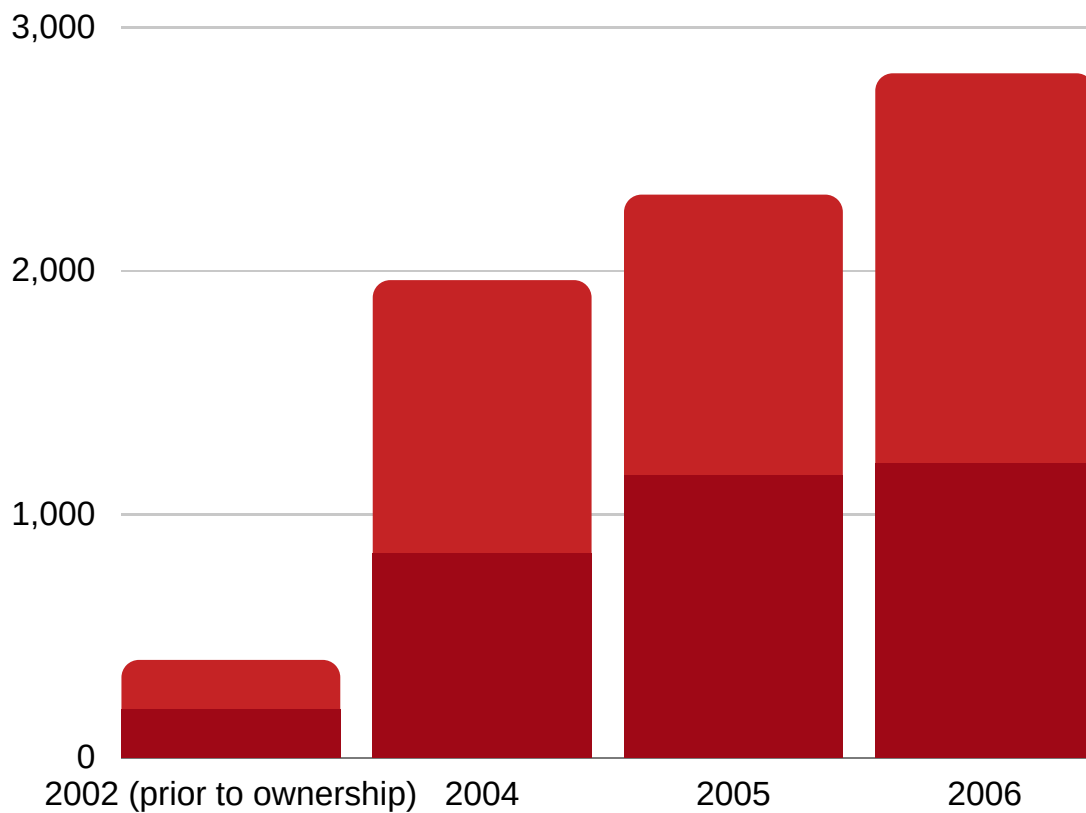
Proven Track Record

YEAR	# NEW SOLD	# USED SOLD
2004	839	1,120
2005	1,160	1,150
2006	1,208	1,600



Toyota of Richmond

Annual Sales Volume

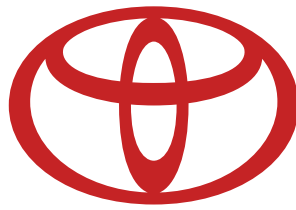


Used



New

Demonstrates ability to rehabilitate an existing market, increasing sales by 750% within 4 years of ownership.



Toyota on Nicholasville

February 1993 - March 2004

Outstanding Leadership

Number One Toyota Dealer in Cincinnati region, selling over 6,000 new and used vehicles for 5 straight years.

7-Time President's Award Winner

7-Time Customer Service Award for Excellent Service & Parts

Top 5 Dealership in the Cincinnati Region (118 Total Dealers)

\$140 Million in Sales with over 200 employees

In 1993, when Ron McCauley took over Toyota on Nicholasville, the dealership was selling 99 new/used vehicles per month. By 1996, the dealership was averaging 400-500 new/used vehicles per month



Lexus of Lexington

1993-2002

Number One Lexus Dealer in Kentucky

Elite Lexus winner 6 times since 1993



Management & Ownership

Military Acumen

Community Recognition

Business Leadership

Press Highlights

Professional Awards

Press Highlights

Time Magazine
August 29, 2005



TOYOTA OF RICHMOND LETS ITS FRIENDSHIP SHINE IN SUPPORT OF LOCAL YOUTH CLUB.



Boys & Girls Clubs of Wayne County offers more programs to kids like (from left) Sydne Bengé, Brooke Shelton and Jake Robertson, thanks to supporters like (from left) Toyota of Richmond GM Ryan McCauley, owner Ron McCauley and Sales Manager David Vanover.

The Boys & Girls Clubs of Wayne County kicked off an important capital campaign in 2001. The organization, already serving 1,000 neighborhood youths, needed a larger home. The club turned to the Richmond, Ind., community, and Toyota of Richmond was one of the businesses proud to respond.

Since opening its doors in December 2003, the Richard E. Jeffers Boys & Girls Club has helped the organization double in size and expand the number of its activities. Currently, the club offers everything from homework assistance and drug and alcohol prevention to recreational basketball and indoor soccer leagues within the confines of the new \$3.6 million facility.

Still, Ron McCauley, Toyota of Richmond owner, and his son, Ryan, dealership general manager, understand that it takes more than a new building to ensure a firm foundation. That's why the dealership also contributes to the organization's annual fund-raising campaign through its sponsorship of a charity golf tournament.

"Needless to say, Toyota of Richmond is a good friend to the Boys & Girls Clubs of Wayne County," says Jennifer Ochoa, a club representative.

For the Boys & Girls Clubs of Wayne County, friendships are a valuable resource. Toyota of Richmond is proud to let its feelings—and its support—show.

TOYOTA OF RICHMOND

has received the Toyota President's Award. The award is given for excellence in all aspects of dealership operations.



©2005 Toyota Motor Sales, U.S.A., Inc.

moving forward ▶

Press Highlights

Auto Success 2007

ats fcs ls ms **at** fis

special feature

Patrick Luck



Richmond Toyota

400 Cars a Year to Over 8000 Cars a Year

When Ron McCauley took over Richmond Toyota, the Central Indiana dealership was selling about 400 new and used cars a year. Four years and a huge new facility later, that number has increased to 3,000.

One of the most remarkable things about this transformation is the location of the store. Richmond, Indiana has a population of approximately 40,000 people; at first glance, it looks far too small to support the 73,000 square-foot superstore, which is the fastest growing Toyota dealership in the entire Midwest Region.

"If I was looking just in Richmond, this facility is too big," said McCauley, the dealership's owner. "But I'm not looking just at Richmond. There are a million people between Dayton, Ohio and Indianapolis, Indiana, and those million people will come to Richmond to buy their new Toyota if we offer them something that they can't get at the mom and pop stores."

When designing his dealership, McCauley said he looked at what the customer might like

when looking for a car, or waiting on a car to be serviced. "Pampering" might be the word to describe what was finally decided upon.

The dealership has a full-service manicure shop that customers can take advantage of, for free, while they wait for their vehicle in the service bay. There's also a Seattle's Best coffee shop, where customers can get a drink or something to eat while they wait or while they look at the vehicles in the showroom. There's also a cozy area with couches, fireplaces and plasma televisions, and a children's area with toys to keep the kids occupied while the adults look for their new toys.

Areas like the children's room are great tools for the sales staff, said Ryan McCauley, Ron's son and the dealership's general manager. "It has played a role in a lot of deals," he said. "The parents come in with two or three kids and they get rowdy. You can lose a deal in a heartbeat. The room keeps them occupied while their parents look at what we have to offer."

The entire facility is centered around making the customer feel at home and valued. Even the service center is very customer-centered.

When a customer stays on-site while their vehicle is being serviced, the vehicle's hazard lights are

left blinking to remind the technicians that someone is waiting. "We have 8 flat bays and 16 10,000 lbs. lifts," Ron McCauley said. "Our lifts are at a 45-degree angle, so it makes it easier for our technicians to drive the vehicle on or off. There are no 90-degree turns here. A lot of accidents can happen on a 90-degree turn." When service to the vehicle is complete, it is taken to the detailing area to be washed, for free, before the customer drives away.

If I was looking just in Richmond this facility is too big But I'm not looking just at Richmond

McCauley knows that, while the facility is important, it's only a piece of the puzzle. "What makes you successful is how you conduct business with the people on your team inside the facility," he said. "We have sales meetings six days a week, and one thing we focus on every day are goals. When we walk through the door, we know



by turning the key on the door, something's going to happen today. We're going to get business based on the residual that's built up from prior advertising or from previous customers. The key is making something happen. When you take a group of people — we have nearly 90 employees — and you get everyone in the mode of making something happen, that's when you have big days, because you have everybody in a proactive mode, in a mode where they are setting quality appointments, and they are working their workload."

While the dealership lets the sales people work independently, the management of Richmond Toyota wants them to have the tools to succeed. "A sales man, when he comes through the door every day, has a Book of Business that we've helped him put together, and that Book of Business can be worth \$100,000 in commissions over the next year. In this book of business, you're going to find his unsold showroom traffic, his be-backs, and the customers he's sold over the past three years. You're going to find his referrals, his service R.O.s and parts R.O.s, and you're going to find what we

call new business. You're going to find everyone he knows, that he has a center of influence with, whether it be mom and dad, or aunt or uncle, or next door neighbor, or someone you went to high school with, or fishing buddy or golfing buddy or bowling buddy, he's got a center of influence. We're going to find all those names and numbers in this Book of Business. Then we manage this Book of Business so that we can get \$70,000-80,000 worth of commissions over the next year. Now he's going to make \$30,000-\$60,000 worth of commissions just by standing on the point, or taking phone calls. But we have big days, big weeks, big months and big years when we take that Book of Business and we're really working it daily with our management and sales staff."

The dealership has a Japanese painting with the Toyota motto "Kaizen,"



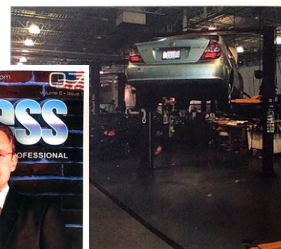
which stands for "Continuous Improvement," prominently in the showroom. That motto is taken very seriously by McCauley and his employees.

"We have the largest Toyota facility sitting here in the Midwest in Richmond, Indiana, selling more inventory than the dealers in Indianapolis or Dayton," McCauley said. "Why? Because our focus is right, our motivation is right, our vision is correct, and

Continued on page 20

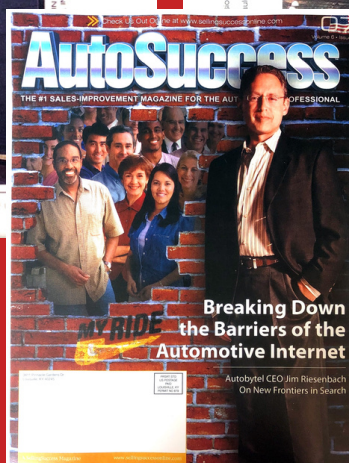


BOOK OF BUSINESS
LARRY RINE



18

www.telling.com



ent magazine for the automotive professional

19

Press Highlights

Palladium-Item

April 25, 2005

► TOMORROW'S
WEATHER
Mostly cloudy,
chance of showers.
High 55. Low 40.
Page A4

Palladium-Item



Tuesday, April 26, 2005

www.pal-item.com

Richmond, Ind. 50 cents

Toyota: Expansion

Mochas, manicures... and motor oil

Richmond car dealership plans to use some of its new square footage for uncommon luxuries

By Mary Sell
Staff writer

Ron McCauley says buying and remodeling the former Lowe's building ranks in the top 20 on the list of his best life decisions.

And when completed, his massive new Richmond Toyota construction project costing about \$2.7 million will be unlike any dealership in the area.

Some of the more luxurious features of the 72,000-square-foot Toyota facility will include:

- A coffee shop. McCauley said last week he wasn't sure what franchise will move in, but he's had conversations with both Tim Horton's and Starbucks Coffee.
- A nail salon so customers can get manicures while they wait for their cars to be serviced.
- A children's play area.
- A glass-enclosed fireplace, built into a wall so that it's visible from both the showroom and the service center's waiting area. TVs will be above the fireplace.

"If you go to big metro areas in California, Florida, or Atlanta, this is what the dealerships are doing," McCauley said. "I wanted to be the first to do it here."

McCauley expects to be open at his new location around the beginning of June. The project has taken a little longer than expected; when work began on the building last fall, he'd hoped to be done by now.

It was about this time last year that McCauley purchased the former Lowe's building. It was also about a year ago that he became the sole owner of Richmond Toyota. In November 2002, McCauley and



Palladium-Item photo by Steve Koger

Richmond Toyota owner Ron McCauley will have a new office that will overlook a showroom which will hold 30 cars, a nail

salon and a coffee shop, all housed in the old Lowe's home improvement store on National Road East.

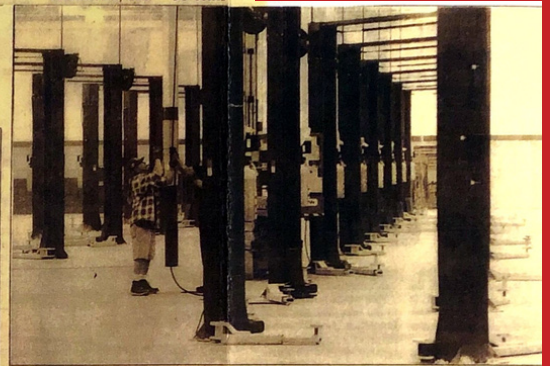
about 30 on display in the massive showroom. It will have a total inventory of about 600 vehicles and McCauley said that if he doesn't have the exact color or feature a customer wants, he can get it the next day.

The new facility also allowed for a greatly expanded service area.

People bringing their vehicles in for service will be able to drive them into the

building through a door on the east side of building. From there they'll be checked-in by a service representative and the customer can go for coffee, get their nails done, or watch TV. Up to 15 cars can fit into the check-in area at once. From there, the vehicles are taken to the rear of the building to the 80-by-325 foot service area, where there are almost

Please see Toyota, Page A2



Palladium-Item photo by Steve Koger

Workers install equipment in the service bay at the new Richmond Toyota being built inside the old Lowe's building on National Road East. The new facility will accommodate more than 35 cars at a time.

Toyota

CONTINUED FROM PAGE A1

20 vehicle lifts.

Toyota service director Jim Collins said the new facility will allow for 35 to 40 cars to be worked on at once.

After the car work is complete, including a free alignment check on \$50,000 computerized front end alignment machine — "We can actually tell you if your car needs an alignment check in two minutes," Collins said — it goes through the wash bay and is driven back to the check-in area and to its owner.

"Customers will never walk outside for their vehicles again," Collins said Thursday.

Likewise, new car buyers drive their vehicles out a door on the east side of the building.

Construction crews Thursday were working inside and outside of the building. Some were working off the west side of the building where an overhang area will serve as the inspection area for cars that are being traded in.

At a glance

■ Richmond Toyota sold 825 new vehicles last year. Owner Ron McCauley anticipates his new, expanded facility will generate about 100 more new car sales each month.

■ McCauley is hiring about 25 additional employees to work in the new dealership. That number includes about eight vehicle techni-

cians and eight sales consultants. ■ Richmond's Smarrelli General Contractor Inc. has been overseeing the massive remodeling project.

"It's been really great working with Brad Smarrelli," McCauley said. "He's allowed me to focus on what I do best, and that's run a Toyota store."

McCauley has had two mezzanines built in the high-ceilinged building. One, in the front of the building houses a conference room and McCauley's office, which overlooks the showroom floor. The other, in the rear of the building, is for storing vehicle parts.

As for his new and used vehicle facilities on East Main Street, McCauley said he's in conversations with three other auto franchises that are interested in the property.

McCauley said he's received a lot of support from the Richmond community during the renovation process. Before McCauley bought the building last year, it sat empty since Lowe's moved to its current location on West Eaton Pike in early 2001.

He also said there's no way he could have built a similarly-sized building for the about \$2.7 million he's put into the former Lowe's building.

"For me to have gone out and purchased the real estate and built from the ground up, it would have been two times that," he said.

Reach reporter Mary Sell at (765) 973-4476 or msell@pal-item.com.



Management & Ownership

Military Acumen

Community Recognition

Business Leadership

Press Highlights

Professional Awards

Letters of Recognition Highlights



1841 Centre Point Drive
Naperville, IL 60563

August 21, 1997

Mr. John Miller
Lexus Store of Lexington
1010 Elizabeth Drive
Nicholasville, KY 40356

Dear John:

I want to thank you for allowing us the opportunity to spend time with Ron McCauley and his staff on Wednesday, August 20.

There is no doubt that a major contributor to the success of Toyota on Nicholasville and the Lexus Store of Lexington is the outstanding staff that you have assembled.

Ron's passion and knowledge of the business are a tribute to the store's success and ensures continued prosperity for years to come.

It was my intention to have my personnel gain some knowledge on the future of the car business from your operation. We came away with a lot more than we anticipated!

Again, thank you, Ron and your entire staff for your time and hospitality.

Lexus and Toyota are undoubtedly in good hands in Lexington!

Sincerely,

A handwritten signature in cursive script that reads 'Bob Ringo'.

Bob Ringo
Assistant Area Manager

BR/ej

cc: Nancy Davies
Ron McCauley

Letters of Recognition Highlights

TOYOTA

Yukitoshi Funo
President and
Chief Executive Officer

Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue, A302
Torrance, CA 90501
310 468-4000

March 16, 2005

Ronald McCauley
Toyota of Richmond
1420 East Main Street
Richmond, IN 47374

Dear Ron:

Congratulations. You and your entire staff have achieved excellence throughout your dealership and have earned one of Toyota's top honors—the 2004 Toyota President's Award. Your efforts keep Toyota "moving forward," growing our success and strengthening the Toyota brand.

The President's Award is a stellar distinction, one developed with the highest standards of quality in mind. You have earned this honor through your exceptional commitment to excellence in all facets of dealership operations and your dedication to enhancing your customers' ownership experience.

Please accept my thanks for the dedication to excellence that you and your team have shown. Toyota appreciates your efforts in 2004. I'm sure that you will achieve even more in 2005.

Regards,



Yukitoshi Funo
President and Chief Executive Officer
Toyota Motor Sales, U.S.A., Inc.



Letters of Recognition Highlights



Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue
P.O. Box 2991
Torrance, CA 90509-2991
(310) 618-4000
(310) 618-7800 Fax

January 25, 1999

Ron McCauley
Toyota on Nicholasville
1010 Elizabeth Drive
Nicholasville, KY 40356

Dear Ron:

Congratulations on surpassing your Camry Leadership Challenge objective!

When the target was set, we knew that achievement would require a significant effort on your part. You accepted the challenge and exceeded the objective.

Your efforts helped Camry to beat Accord by a remarkable 28,504 vehicles and repeat as the #1 selling car in America.

In the very near future, you will receive a beautiful cloisonné vase as a symbol of our appreciation. The artisans who create the vase are working overtime to meet the demand you created with the overwhelming sales generated by the Camry Challenge.

Sincerely,

A handwritten signature in cursive script, appearing to read "Y. Ishizaka".

Y. Ishizaka
President

A handwritten signature in cursive script, appearing to read "Yale Gieszl".

Yale Gieszl
Executive Vice President

Letters of Recognition Highlights



Toyota Motor Sales, U.S.A., Inc.
Chicago Regional Office
2350 Sequoia Drive
Aurora, IL 60506-6212
630 907-0150
630 907-6326 Fax

May 2, 2005

Mr. Ronald McCauley
Toyota of Richmond
1420 East Main St.
Richmond, IN 47374

Dear Ron:

Congratulations on achieving Passenger Car Leadership in your PMA for 2004. Toyota had leadership in 35 of 113 PMAs for this measured area. Please accept this award as a token of our thanks for a great year. I appreciate all of your hard work and look to continued success in 2005.

Sincerely,

A handwritten signature in cursive script that reads "Donna Peplansky".

Donna Peplansky
Heartland Strategy Manager

cc: District Managers

Letters of Recognition Highlights



Toyota Motor Distributors, Inc.
Cincinnati Regional Office
4550 Creek Road
Cincinnati, OH 45242-2829
(513) 745-7500
(513) 745-7505 Fax

May 1, 1995

Mr. Ron McCauley
Toyota on Nicholasville
P. O. Box 489
Nicholasville, KY 40340-0489

Dear Ron:

I enjoyed visiting your dealership and staff last Wednesday, April 26. I applaud you on your sales efficiency, market penetration and profitability performance. Your phone room operation is very impressive and certainly has generated business for Toyota.

The Region is on track to hit its objective for 1995 and we need your maximum effort for the remainder of 1995 in order to achieve our goals.

I am looking forward to returning to present the President's Award in May. If you have any questions, please contact Yaz Uematsu.

Sincerely,


A. L. Merritt
General Manager

ALM/YU:cf

I'm counting on you!

Thank you
Tony

Letters of Recognition Highlights

TOYOTA

Yoshimi Inaba
President and
Chief Executive Officer

Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue, A302
P.O. Box 2722
Torrance, CA 90509-2722
310-468-4707

April 3, 2000

John F. Miller
Toyota on Nicholasville
1010 Elizabeth Drive
Nicholasville, KY 40356

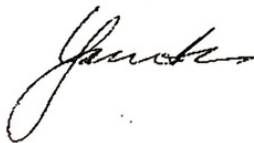
Dear John:

I am pleased to announce that you have achieved Toyota's most coveted honor – the 1999 President's Award. Congratulations! You should be justly proud of your accomplishment. Your dealership has distinguished itself as one of Toyota's – and the entire automobile industry's – finest.

As you know, the President's Award recognizes those dealerships that excel in all facets of their operations. This requires strong leadership and a commitment to deliver outstanding customer service each and every business day. By focusing on meeting and exceeding customer expectations throughout the entire ownership process, you have proven that you understand what it takes to prosper in today's ever-changing marketplace. You know that building strong relationships with your customers is essential to your continued growth and success in the new millennium.

I applaud your exemplary performance in 1999. I know I can count on your continued dedication to excellence throughout the year 2000.

Sincerely,



Yoshimi Inaba
President and Chief Executive Officer
Toyota Motor Sales, U.S.A., Inc



Letters of Recognition Highlights

Campaign Address
Post Office Box 1496
Louisville, Kentucky 40201
502-584-2633

MITCH McCONNELL
United States Senator
Washington, D.C.

COMMITTEES
Agriculture
Appropriations
Ethics
Rules and Administration

December 30, 1994

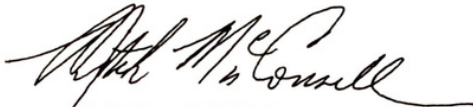
Mr. Ron McCauley
Toyota on Nicholasville
1010 Elizabeth Drive
Nicholasville, KY 40356

Dear Mr. McCauley:

I wanted to congratulate you upon your recent promotion to General Manager. Your contributions and hard work have not gone unnoticed. I hope that you enjoy the greatest success in your new position.

I wish you the best of luck in all of your future endeavors and if I may be of assistance to you, please do not hesitate to let me know.

Sincerely,



MITCH McCONNELL
UNITED STATES SENATOR

MM:ms

Not prepared or mailed with federal tax dollars

Letters of Recognition Highlights

TOYOTA

Yoshimi Inaba
President and
Chief Executive Officer

Toyota Motor Sales, U.S.A., Inc.
19001 South Western Avenue, A302
PO Box 2722
Torrance, CA 90509-2722
310-468-4707

April 2, 2001

John Miller
Toyota on Nicholasville
1010 Elizabeth Drive
Nicholasville, KY 40356

Dear John:

You have achieved the 2000 President's Award, the highest honor bestowed on Toyota dealerships. By demonstrating your ongoing commitment to excellence, you and your dealership team have earned Toyota's most coveted distinction. Congratulations on a job well done!

The Toyota President's Award recognizes quality across all facets of dealership operations. Only by emphasizing exemplary performance throughout your dealership can you meet the standards required for the President's Award and – more importantly – meet the expectations of your customers. Your attainment of the 2000 President's Award proclaims your dealership as one dedicated to providing superior customer satisfaction. You are truly one of our best.

Thank you for leading your team to exceptional levels of performance in 2000. I know I can count on your continued commitment to dealership excellence in 2001.

Regards,



Yoshi Inaba



Letters of Recognition Highlights



James H. Colon
Vice President and General Manager

Toyota Motor Sales, U.S.A., Inc.
Chicago Regional Office
2350 Sequoia Drive
Aurora, IL 60506-6212
630 907-0150
630 907-6362 Fax

March 15, 2005

Mr. Ronald McCauley
Toyota of Richmond
1420 East Main St.
Richmond, IN 47374

Dear Ron,

Congratulations to you and your associates for earning the President's Award for 2004. The President's Award is earned each year by a select few dealerships that achieve outstanding performance in all aspects of dealership operations while maintaining the highest level of customer satisfaction. This is the 1st year Toyota of Richmond has been a recipient of Toyota's most prestigious recognition award. Your dealership exemplifies Toyota's commitment to quality and excellence.

In recognition of your dealership's outstanding achievement in 2004, we have planned an exciting event from May 10 -13, 2005 for you and a guest. This year we invite you to join us in Bluffton, South Carolina. The Inn at Palmetto Bluff is South Carolina's newest luxury resort, situated on 20,000 acres of forest along the shore of the pristine May River located mid-way between Hilton Head, South Carolina and Savannah, Georgia. For more than a century, Palmetto Bluff has been known to a privileged few as one of the most beautiful places in the Carolina lowcountry. We have a variety of activities planned during your stay, from exquisite dining to ocean view golfing to the ultimate art of relaxation, the spa. Complete details of the event's agenda will follow shortly.

On behalf of all of the associates at the Chicago Region, I would like to personally thank you for your commitment to excellence and I look forward to seeing you at the Inn at Palmetto Bluff.

Sincerely,

A handwritten signature in blue ink, appearing to be "JH Colon", written over a horizontal line.

James H. Colon

Professional Awards Highlights



1 9 9 9 E L I T E O F L E X U S

Certificate of Acknowledgment

To

Ron McCauley

General Manager

Lexus Congratulates You for Exceeding the High
Standards of Excellence Which Qualifies You to be
Recognized as the Elite of Lexus 1999.

Professional Awards Highlights



1 9 9 7 E L I T E O F L E X U S

Certificate of Acknowledgment

TO

Ron Mc Cauley

Lexus Congratulates You for Exceeding the High
Standards of Excellence Which Qualifies You to be
Recognized as the Elite of Lexus 1997.

Professional Awards Highlights

1 9 9 5 E L I T E O F L E X U S

Certificate of Acknowledgment

TO

Ron McCauley

DEALERSHIP WINNER

LEXUS CONGRATULATES YOU FOR EXCEEDING THE

HIGH STANDARDS OF EXCELLENCE, WHICH QUALIFIES

YOU TO BE RECOGNIZED AS THE ELITE OF LEXUS 1995



1 9 9 5

Professional Awards Highlights

The National Republican Congressional Committee's
Business Advisory Council
2006 Businessman of the Year
presented to
Ron McCauley
of Indiana



In recognition of meritorious service as an Honorary Chairman
of the Business Advisory Council and for outstanding support
of the Republican Party.

Tom Reynolds
Chairman, NRCC

Professional Awards Highlights



T

his Certificate Acknowledges That

RON MC CAULEY

Has Successfully Completed The

INITIAL PRODUCT AND CUSTOMER SATISFACTION

Education Requirements For The
Lexus Commitment To Perfection
Certification Program

1995

A handwritten signature in black ink, appearing to read "Jim Press".

JIM PRESS
Group Vice President and
General Manager Lexus Division

Professional Awards Highlights

University
of Toyota

T

his Certificate Acknowledges That

Ron Mc Cauley

Has Successfully Completed The Following

1995 LS 400 Foundations Module Test

"Next Step" LS 400 Test

1999 Certified Pre-Owned Test

Foundation Tests

B. Bergsteinsson

BRYAN BERGSTEINSSON
Group Vice President
General Manager Lexus Division

LEXUS

COMMITMENT to PERFECTION
CERTIFICATION PROGRAM

99-LS104