



MICHIGAN AUTOMOBILE DEALERS ASSOCIATION

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February 24, 2010

As the executive vice president of the Michigan Automobile Dealers Association, I had the privilege of meeting Ms. Suzuki and inviting her to speak at our membership meeting this past December. The presentation and her message were excellent!

Those in attendance during her presentation were highly impressed with her knowledge, excitement, and commitment to improving small businesses. The automotive industry is a major source of tax revenue for the entire State of Michigan, as well as the communities in which the dealerships reside. Not to mention the significant support dealers directly provide to their communities through volunteering, sponsorships and involvement in education. To continue the success we know, we also realize changes are necessary.

The use of the Internet has drastically changed how vehicle dealers must market their products and their businesses. For the financial benefit of our businesses and even the residents of this state, it is critical that we are able to evolve our businesses to meet our consumers' needs and wants.

Ms. Suzuki offered our members clear and logical suggestions to help improve their Internet strategies, and ultimately sustain a growing business. It is obvious that businesses need to take advantage of the vast and expanding Internet marketplace to stay in businesses, and Ms. Suzuki is helping small businesses like ours do just that. She is able to speak about complex Internet strategies in a way that we can understand and implement in our own businesses – allowing dealerships to stay current with Internet technology and help improve the social reputation of new vehicle dealerships. By modernizing our business techniques, we can better market ourselves, reach new customers, and continue providing an important revenue source to our state and communities.

I have heard many positive comments about Ms. Suzuki from our members. Many dealers have already begun updating their Internet presence following her guidelines and suggestions. Ms. Suzuki provides an incredibly valuable service in today's technologically advanced environment.

If you have any questions, please feel free to contact me at (800) 292-1923.

Sincerely,
Terry Burns