**ENDORSEMENT SPEECH**

**FOR**

**MARK LOEPPKY**

Hello everyone. Henry Ford once said, "Auto racing began five minutes after the second car was built." ... and the auto industry has been engaged in a constant race at every level of accomplishment and achievement ever since that second car was completed. Probably the main element that inspires, propels, and motivates all aspects of this sector is its talent... from the designers to the engineers, from the parts makers to the service people, from the sales forces to the management and executive teams, it is the company's **human** resources that bring the power and determination, and ultimately the teamwork and success to what we all do collectively and professionally. As time, technology, and customer requirements evolve and intensify, we, as leaders in the automotive marketplace, must be prepared to meet the demand for commitment to growth and customer satisfaction in ever newer and increasingly creative ways. Now more than ever, we must look to people with proven understanding, intuitive knowledge, and total dedication to excellence to lead our growth and success. I am here today to speak about those qualities, found in abundance, in Rick Riffel, and to endorse him for the position of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dealership.

Although I have had the privilege to know Rick for just the past couple of years, for the past thirty years he worked on making the auto business more and more successful. He has consistently demonstrated his interest and enthusiasm as well as his commitment to the success of his team and his company. Rick has worked at just two dealerships in his career of thirty plus years.... to me, that alone speaks volumes about this man's philosophy of commitment, tenacity, and loyalty. He spent most of that career at Crestview Chrysler where he honed his sales skills from every possible vantage point including fleet management. His consistency and dedication provided a seamless perspective that allowed him to focus on the growth and inner workings of a dealership and a brand. By having such an admirable tenure in one place, he maintained an enviable edge... history of the dealership, intimate knowledge of procedure... to be able to analyze what worked and what needed more attention, and the vision to examine and act on various issues as they were revealed. He had history on his side and we can all imagine the positive impact he left at Crestview. To reconfirm that this admirable run was not a fluke, he spent the next eight plus years at Dilawri Automotive Group as General Sales Manager at Triple Seven Dodge and Fiat of Regina. Rick's stellar reputation preceded him.... he was undoubtedly the best, most effective and successful GM in the Dilarwi Group in Regina.

Although as I mentioned, I have personally known Rick for about two years, there is another barometer in measuring a man's qualities and character which, in this case, speaks volumes about this respected professional. Riley Riffel, Rick's son, has worked for the FFUN Motor Group for the past three years. He is a stellar young man who has produced excellent results in every role and responsibility he has accepted within FFUN. His father is his mentor and guide and it is very clear that it is his father that has taught him everything he knows in the auto industry including respect, focus, tenacity, and integrity.

Rick Riffel is a rare professional. He has dedication and vision and clearly inspires and motivates his team and all of those who are privileged to know him. His outstanding skills and vast experience would be a tremendous asset to this growing VW dealership... not only during the transition period as we move into our new larger facility, but well into the future. Rick lives and honors our core values and with his extensive history of consistent past successes, I am confident that he is the man to lead this part of VW into the future. Rick is the consummate "A" player.

Enzo Ferrari may have said, "What's behind you doesn't matter," but in the race we run every day in the automotive dealership sector, what's "behind" a person forms his experience, dedication, vision and performance. Rick Riffel has more of that foundation than just about anyone I know and I am confident that he would do a wonderful job as VW faces newer, bigger opportunities.

Thank you.