



Welcome to the Ford Minority Dealers Association!

“Committed to Growing and Strengthening our Dealers” – Robert Valdes, Chairman

Dear Fellow Minority Dealer,

Welcome to the Ford Motor Company family! We would also invite you to become a part of the Ford Minority Dealers Association (Ford MDA). Our organization has developed joint understandings which allow for improved interaction with Ford Motor Company senior management and the development of goals and objectives that will sustain our position as being a premier dealer association. The Ford Minority Dealers Association Board members are involved in various Ford Motor Company and Ford Motor Credit committees and continually work to support our agenda. We have identified five (5) key strategies and each strategy has a committee made up of dealers and company representatives. Together we work at meeting our goals and providing our members with tangible benefits which include:

- Access to Ford and Ford Motor Credit Senior Level Executives
- NADA paid General Manager & Office Manager Training
- NCM paid Sales, Service, and Parts Manager Training
- Paid NAMAD Dues and Annual Conference Registration
- Ford and Vendor sponsored Workshops
- 20 Group made up of Ford MDA Members
- Aged Inventory Marketing Funds
- Step up Opportunities for Dealerships
- Dealer Market Area Performance Reports
- Conferences and meetings Tailored to Ford Minority Dealers
- Being a member of one of the largest Premier Minority Dealer Networks in the Industry

Based on our mission to sustain, strengthen, and grow the membership, our organization will continue to develop a strong relationship with Ford Motor Company. We will continuously seek resources assisting our members and enhance participation with our dealer body. Ford MDA strives to be a value-added organization, and we hope you will become one of our members.

Becoming a Member



Becoming a member of Ford MDA is easy.

Members are asked to enroll in the Ford Minority Dealers Association Fund (Invoice Pricing Program). Once enrolled, a small charge will be assessed on the invoice of new vehicles ordered by the member's dealership.

A-Plan and fleet sales are not allowed to be invoiced to the Ford Minority Dealers Association Fund. Therefore, minority dealers who are located in or near A-Plan markets are requested to pay annual dues.



Ford Minority Dealers Association Business Plan

Ford Minority Dealers Association (Ford MDA) board of directors and Ford Motor Company representatives continue to work on the Ford MDA Business Plan. The approach that we use is the same process used by Ford Motor Company and the Ford National Dealer Council to prioritize and work through issues. Five committees were formed to discuss the strategies:



Go Further

- ★ Improve Dealer Membership and Communications
- ★ Sustain and Strengthen Existing Dealers
- ★ Improve Dealership Liquidity
- ★ Identify and Develop New Dealer Candidates
- ★ Improve Marketing Communications to Minorities

We review and develop these strategies in bi-annual meetings with Ford Motor Company and Ford Motor Credit Executives in Dearborn, Michigan.

2022 Board of Directors

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|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------|
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Staff

- AV Fleming – Executive Director
- Dee Suber – Executive Assistant
- Osvaldo Garcia, Jr. - Consultant

For more information, please call the Ford MDA office at 248-557-2500