

# TOM WOOD AUTOMOTIVE GROUP

*Creating Customers for Life*



**T**om Wood, for whom Tom Wood Automotive is named, lost his hard-fought battle with cancer in February 2010, but the business he founded and the principles on which he operated the company for more than 40 years continue today. Tom's legacy of honor, integrity, and loyalty has been passed on to Jeff Wood, Tom's son and

President of Tom Wood Automotive, who continues to infuse the corporate culture that identified the company under his father into the business today. Jeff is joined by a senior management team that projects that culture and ensures that it is the goal to which each and every employee of Tom Wood Automotive aspires.

Fundamental to achieving the team's goal of unsurpassed customer service is a fervent desire among each of the company's employees to create long term relationships with customers that last far beyond the purchase of their first automobile from Tom Wood Automotive. Jeff Wood and the entire Tom Wood Automotive family feel there could be no better way to honor the memory of the founder than to create "customers for life" from the people who look with confidence to Tom Wood dealerships for their automotive needs.

## A YOUNG MAN'S CAREER PATH

While Tom Wood opened the doors to his first automobile dealership in the late 1960s, he had a background in the industry that began while still a student attending Western Michigan

University in Kalamazoo, Michigan. Working his way through college as a new car salesperson for a

Mercury-Edsel dealership, Tom remained with the dealership after graduation. Later, opportunity knocked and Tom answered, purchasing a small Hillman Sunbeam dealership in Kalamazoo. He changed the nature of his company two years later when the manufacturer went out of business. Tom's dealership became a wholesale-retail used car center with a complete body shop that comprised the major part of his business.

In 1967, Tom moved to Indianapolis and purchased Hedges Pontiac, a dealership located on East Washington Street. Over the next nine years, Tom added dealerships that would allow him to serve more than one generation of a family and cement long-term relationships that would result in his goal of "customers for life." A family would shop at a Tom Wood showroom for a child's first automobile. Older clients, established in their businesses, would look for luxury brands

at the same dealership. Other customers would come in to have a truck serviced, to seek advice, to trade a vehicle, or to have one appraised. By 1978, Tom's business had grown to the point where he needed additional space and the dealership moved to a larger location on East Washington.

Tom's formula for success was simple. He focused on treating customers and vendors fairly and with respect to build a loyal client base that would return to his dealership for all their automotive needs, not just presently, but in the future as well. In addition, he created an employee atmosphere in his business that would result in that same loyalty among the people who worked at Tom Wood Automotive. That sense of family resulted in a courteous and experienced sales staff along with highly qualified service personnel who are proud to be

*Tom Wood Land Rover, Jaguar and Volvo on 96th Street in Carmel.*



*First 1968 delivery, to Mr. Joe Ake on September 20th, 1967.*



*Carmel: 'round about right*

part of the Tom Wood family of professionals.

**GROWTH AND EXPANSION**

Since Tom’s initial franchise acquisition, Tom Wood Automotive has grown to become one of the largest privately held dealerships in the United States today. The company has expanded to include a wide range of franchises in virtually every market. They include:

- ▶ Toyota/Scion
- ▶ Nissan
- ▶ Volkswagen
- ▶ Subaru
- ▶ Jaguar
- ▶ Volvo
- ▶ Land Rover
- ▶ Porsche
- ▶ Audi
- ▶ Ford
- ▶ Lexus
- ▶ Honda
- ▶ Acura

“Our franchises are the ‘best of the best’,” notes Jeff Wood. “They represent what people want to buy. Our facilities are state-of-the-art and provide our

customers with the ‘Wow’ factor in sales and service. We can take care of all of our customers’ automotive needs. Our people have the best training available in the industry and our service personnel are certified in each franchise we represent. Our number one job is to take care of our customers. And our executive management team has more than 200 years of automotive experience.”

Wood’s senior management team is made up of Larry Heid, CFO; Sara McCartin, Assistant CFO; Roger Keller, COO; Don Frick, Director of Fixed Operations; Gary Hutt, IT Director; and Tracy Kueber, Human Resources Manager. They oversee the work of more than 700 employees, 600 of whom are located in Indiana and 100 in Minnesota.

In addition to its corporate headquarters in southern Hamilton County, Tom Wood Automotive now includes dealerships with showrooms and service facilities in Hamilton and Madison Counties in Indiana with six in Carmel. Additional dealerships are located in Lexington, Kentucky,

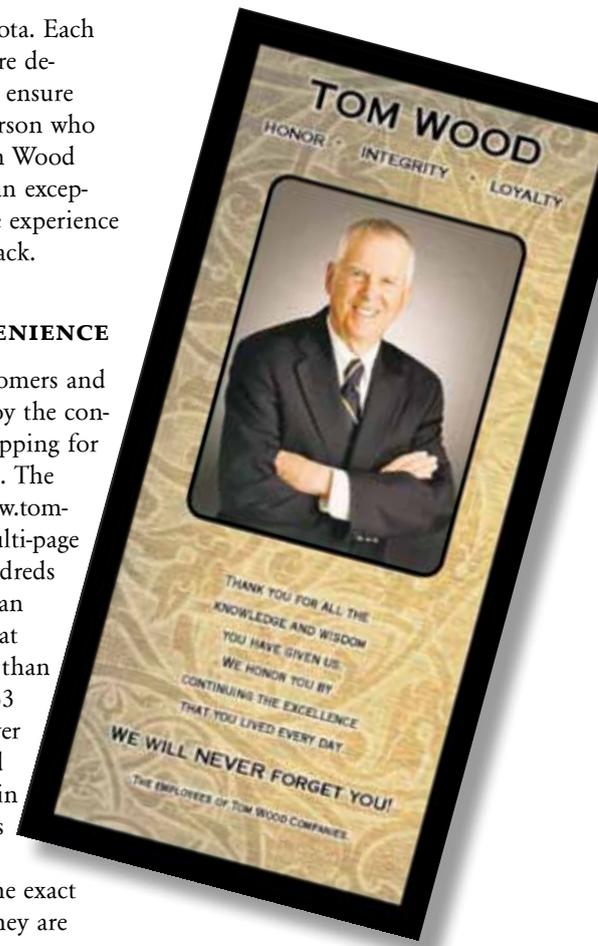
and Richfield, Minnesota. Each is identified by a sincere desire among the staff to ensure that each and every person who puts their faith in Tom Wood Automotive will have an exceptional customer service experience that will bring them back.

**ONLINE CONVENIENCE**

Tom Wood’s customers and prospective buyers enjoy the convenience of online shopping for their automotive needs. The company’s website, [www.tomwood.com](http://www.tomwood.com), features multi-page listings of literally hundreds of vehicles. Shoppers can browse the 22 pages that currently feature more than 700 new vehicles and 33 pages that highlight over 1,100 previously owned cars and trucks and gain an insight into vehicles equipped with just the right options and in the exact price range in which they are looking.

**SERVICE DEPARTMENT**

A staff of highly qualified technicians stands ready to provide complete vehicle servicing to



Jeff and Julie Wood lead the first lap of “Relay for Life” and Tom Wood Employee’s team “Remembering Tom” at Carmel High School.



Carmel: ‘round about right



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Tom Wood - New Pontiac Dealer, 1967.

maintain customers' vehicles in top operating condition. All makes and models are serviced at Tom Wood. Online convenience extends to servicing as well. Customers enjoy the convenience of being only a mouse click away from scheduling online appointments for service and repair work at Tom Wood locations. After submitting their information, customers are promptly contacted by their preferred method with a response confirming their appointment and acquiring any additional information necessary to service the vehicle.

### COLLISION CENTER

Tom Wood's new state-of-the-art Collision Center is staffed with the most qualified technicians ready to answer customers' questions and address their Collision Center needs. Tom Wood Collision offers a wide variety of services beyond

All-Electric Zero Emissions Think City in front of the Carmel Palladium.



standard body work, which include paint-less dent repair, windshield chip repair, window tinting, and body shield application. An online reservation form can schedule an appointment and rental vehicles and loaners are available at several Tom Wood locations.

### FINANCING

Thousands of prospective car buyers have become satisfied Tom Wood customers through the Tom Wood Auto Group's Finance Department, central Indiana's experts on auto loans, leases, and extended warranties. Skilled professionals are eager to provide a wide range of automotive financing options to suit the individual needs of customers throughout the greater Indianapolis area. Tom Wood Auto Group enjoys strong relationships with a broad variety of lenders from large banks to local credit unions. Premier Acceptance is a Tom Wood

Company that provides another financing option for their customers. The Finance Department experts have the ability to match prospective buyers with the perfect vehicle loan to suit every customer's financial situation.

In addition, low interest auto loans are available for customers with existing loans. Financing experts are able to assist in the refinancing of a car loan or the adjustment of the terms of the contract. They can also provide customers with extended warranties and other types of service contracts.

### AUTOMOBILE LEASING

Tom Wood Automotive is proud to feature a Quality Leasing division for customers whose vehicular needs are best served with a leasing arrangement.

### TOM WOOD AVIATION

Tom's love of aviation is shared by his son, Jeff, a former USAF Thunderbird pilot. The recent addition of the fixed base operation Tom Wood Aviation at Indianapolis Metropolitan Airport here in Hamilton County brings that

passion to the public. Tom Wood Aviation offers discovery flights, aircraft charter and rental, flight school, aircraft maintenance and repair, aircraft fueling and parking, all at a comfortable facility with pilots lounge, wi-fi, and rental cars only minutes away from Carmel. [tomwoodaviation.com](http://tomwoodaviation.com) is a great source of information about Tom Wood Aviation.

**ROOTED IN THE PAST,  
COMMITTED TO THE  
FUTURE**

Tom Wood Automotive has quickly become the expert and leader in electric vehicle adoption and integration with charging stations at most facilities and a fleet of electric rental vehicles. Jeff Wood recently commented “We want to give our customers choices, including environmentally, politically, and economically responsible choices. Whether you are concerned about the environment, our dependence on foreign oil, or the high price of gas, we offer alternatives to conventional cars such as electric, hybrid, or natural gas vehicles. I am grateful for our company’s reputation and history and am excited for our future.”

**AN ENDURING LEGACY**

The many employees of Tom Wood Automotive Group are identified by one common attribute – a perpetuation of the business philosophy established by Tom Wood when he first entered the automotive business more than four decades ago. “Success is not measured by the number of franchises or locations an organization has,” Tom used to say. “It is measured by the people associated with it.”

The quality people associated with Tom Wood’s enduring business today have distinguished themselves by the awards they have garnered



in continuing that philosophy. Those accolades include the Audi Magna Award, the Elite of Lexus Award, and the Volkswagen Top Performing Warranty Service Award.

Tom Wood Automotive is also known for its role as a good neighbor and responsible corporate citizen in the communities where the company conducts its business. Participating in civic and charitable organizations and initiatives ranging from the “Relay for Life” to the Children’s Wish Fund, Tom

Wood employees are proud to give back to their communities.

The passion the employees of Tom Wood Automotive possess for the work they do is perhaps best expressed in the plaque that hangs in the company’s headquarters that conveys their appreciation to the man who founded the company that remains today a leader in the automotive industry. “Thank you for all the knowledge and wisdom you have given us,” it reads. “We honor you by continuing the excellence that you lived every day.”

*Captain Jeff Wood and Tom Wood in 2001.*



*Tom Wood Aviation at Indianapolis Metropolitan Airport.*