

**Press Release**



**National Independent Automobile Dealers Association**

**www.niada.com**

**For Immediate Release**

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## **NIADA's 2009 National Quality Dealer Honored**

Orlando, Florida (June 27, 2009) -- Michigan's Jeffrey Howard Braatz was named NIADA 2009 Quality Dealer of the Year during televised ceremonies during the National Independent Automobile Dealers Association's annual convention in Orlando last week. The award is considered the most prestigious member honor sanctioned by the 20,000-member trade association, according to Michael R. Linn, NIADA's CEO.



A NIADA Certified Master Dealer, Braatz is owner of Paradise Motor Sales, Inc. in Lansing and is a 33-year veteran of the automotive industry. He was one of 22 people competing for the national recognition after being named as quality dealer by the state association.

"I am proud of the standards our members meet and Jeff epitomizes the quality of dealer professionalism that our members strive to reach," Linn said. "Jeff earned the right to be called NIADA's Quality Dealer of the Year for his efforts both in his dealership and in his community."

Nancy Chapman, executive director of the Michigan Independent Automobile Dealers Association which nominated Braatz, echoed those comments. "Jeff Braatz, of Paradise Motor Sales, is a person of unquestioned integrity. He has the courage and determination to persevere in the face of adversity. He has earned the respect and admiration of the Michigan Automobile Industry. I commend Jeff for this achievement and hope he and his family will enjoy its rewards for years to come," she said.

NIADA Quality Dealer candidates are judged on a variety of factors including contributions to the automotive industry and community involvement. Northwood

University provides a panel of judges to help select the annual winner.

Braatz got his start as a 19-year-old service station attendant who caught the eye of a car salesman from a franchise dealership. By 23, he was a used car manager and by age 27, he had purchased his own dealership without help from family members or partners. "I just risked everything to do what I loved," Braatz said.

Since that time, Braatz has built Paradise Motors into a thriving business with a dozen employees who get credit from their boss. "We have a great team that works well with one another and treats our customers with care and dignity," he said. "I communicate with all of them daily to help them keep their great attitude and positive outlook. You can always do good business, have fun, operate with integrity and at the same time energize both the people and the process."

Braatz and his wife Mary have four children and he has been a member of the Michigan IADA since 1990. He earned the coveted Certified Master Dealer certification in 2008 and was instrumental in creating the MIADA chapter for mid-Michigan.

Community service has also been at the forefront of Braatz activities. He was honored in 2002 for a Business Restoration Award for his support and efforts in re-energizing commerce in a blighted area of the state's capitol city. His other strong interests include Special Olympics and helping under-privileged children who are at risk for drug abuse.

### **About NIADA**

The National Independent Automobile Dealers Association (NIADA) <http://www.niada.com/>, founded in 1946, has represented quality independent automobile dealers for more than 60 years. NIADA assist's its members in becoming more successful within the used motor vehicle industry. Through membership in NIADA, members join with more than 20,000 other professional automobile dealers who share the dream of financial prosperity for their business. NIADA is the industry's legislative representative protecting dealer and consumer interests. The association consistently brings forward valuable industry education and information along with services and benefits designed to prepare members for an ever-changing marketplace. As a consumer friendly association, automotive consumer information can be found on <http://www.autoconsumer.tv/>.