

Mission Statement

OUR MISSION IS.....

**To treat our Customers as our Friends
...our Employees as our Family...
...and to be the Absolute Leader in our
market for Sales and Service.**

BILL GATTON HONDA, MAZDA, NISSAN, SUZUKI

COMPANY HISTORY

Bill Gatton purchased the Chevrolet Cadillac dealerships in Bristol, Tennessee in 1967 after being the Volkswagen dealer in Owensboro, Kentucky. He is a graduate of the University of Kentucky and holds a graduate degree from the Wharton School of Business, University of Pennsylvania. In 1973 he added Honda to the Bristol location and in 1980; he added Isuzu to the downtown location and built a brand new Honda dealership on the Volunteer Parkway. In 1986 Suzuki was added as was Mazda in 1989 and Nissan 1992. The Acura, Mazda and Saturn franchises were added in Johnson City in 1988, 1989 and 1992 respectively. Bill Gatton also owns Howdy Honda in Austin, Texas, the Saturn dealerships in Nashville, Tennessee; Huntsville, Alabama; and Clarksville, Tennessee. He also holds a minority interest in Courtesy Chevrolet Cadillac Subaru and Fairway Ford, both in Kingsport.

Bill Gatton has been very successful in the automotive business and in the banking business. He is a significant share holder in BB&T Bank and Bank One, as well as several smaller banking ventures.

GOALS-VISIONS-DREAMS

The Volunteer Parkway location for Bill Gatton -Honda Mazda Nissan and Suzuki will continue to grow and be the leader in the marketplace because of the wonderful team of employees who take excellent care of our customers each and every day. With our state of the art facility and high customer satisfaction opportunities for growth will continue for decades to come.

SMW012.92.003