



General Motors Design Chief to Keynote Minority Dealer Banquet

General Motors vice president of Design, Edward Welburn, Jr., will address the General Motors Minority Dealers Association (GMMDA) at their 16th Annual Scholarship & Awards Banquet on Friday, January 28, 2005 at the Hotel Intercontinental in New Orleans, Louisiana. GMMDA will host the banquet at the conclusion of the 2005 GM Winter Profit Enhancement Program (PEP).

Southfield, MI ([PRWEB](#)) November 18, 2004 -- General Motors vice president of Design, Edward Welburn, Jr., will address the General Motors Minority Dealers Association (GMMDA) at their 16th Annual Scholarship & Awards Banquet on Friday, January 28, 2005 at the Hotel Intercontinental in New Orleans, Louisiana. GMMDA will host the banquet at the conclusion of the 2005 GM Winter Profit Enhancement Program (PEP) Conference.

“We were honored when Mr. Welburn accepted the invitation to address our members at our annual banquet,” said GMMDA president, Gregory Jackson. “As the first African-American ever appointed to oversee the design of a major automotive manufacturer, Welburn inspires us to continue our aggressive pursuit of parity for ethnic minorities not only within the GM dealer network, but within the automotive industry as a whole.”

“I look forward to speaking with the members of the GMMDA. We share the goal of promoting diversity throughout the auto industry,” said Welburn. “At General Motors, we are focused on cultivating diversity in the work place, reaching out to minority markets, and growing a diverse dealer body and supply base.”

The evening celebration is titled: “Celebrating 16 Years of Excellence: Making Educational Dreams Come True” and includes a reception sponsored by GMAC Financial Services, followed by a banquet in which General Motors Minority Dealer Development is the title sponsor. The GMMDA will announce the recipients of the 2005 GMMDA Minority Scholarship Awards and present the prestigious 2005 GMMDA Trailblazer Award, sponsored by the Reynolds and Reynolds Company.

Welburn was named vice president of design, GM North America on October 1, 2003. His responsibilities, in addition to day-to-day management of GM Design, include membership on the GM North America Strategy Board and oversight of GM’s Global Design Council.

Welburn began his GM career in 1972 as an associate designer in the advanced design studios, and held various positions at Oldsmobile, Saturn and Opel. He designed the Oldsmobile Aerotech, which established two world records in 1987. Welburn formerly served as executive director in charge of body-on-frame architectures for GM Design, in which he was responsible for three body-on-frame studios that have overseen the design of trucks such as the Cadillac Escalade, Chevy SSR and Hummer H2.

For more information about the 16th Annual GMMDA Awards & Scholarship Banquet or to purchase banquet tickets, contact the GMMDA Executive Office at (248) 552-9040.

The General Motors Minority Dealers Association is a non-profit organization that represents the interest of over 200 minority owned General Motors dealerships across the country. The mission of the GMMDA is to promote, protect and encourage the viability and profitability of all existing General Motors minority dealers



and to encourage, through cooperative efforts with General Motors, the installation of new minority dealers in viable and profitable opportunities.

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