



GM Dealer, Eric Dickerson, to Join National Buick Dealer Advisory Council

GM dealer & GMMDA Member, Eric Dickerson, has been invited to join the National Buick Dealer Advisory Council. Mr. Dickerson is the President of Eric Dickerson Buick located in Indianapolis, Indiana.

([PRWEB](#)) October 17, 2002 -- Eric Dickerson to Join National Buick Dealer Advisory Team

SOUTHFIELD, MICHIGAN – Thursday, October 17, 2002 - General Motors Minority Dealers Association (GMMDA) member, Eric Dickerson, recently accepted an invitation to join the National Buick Truck Dealer Advisory Team. Eric Dickerson is dealer principal of Eric Dickerson Buick located in Indianapolis, Indiana.

Prior to entering the General Motors Dealer Academy in 1998, Dickerson was the Director of Public Relations and Advertising for Rolls-Royce North America. His background also includes five years as the Director of Public Relations and Advertising for General Motors, Allison Division, a gas turbine engine manufacturing company and 12 years as a pilot in the United States Marine Corps.

The Buick Dealer Advisory Team provides input and advice to the Divisional management team on issues specifically related to the division's product portfolio and product plans. Team members are selected by the divisional marketing teams to participate based on recommendations or expressed interest. Each dealer advisor has the responsibility to ensure two-way communications between the Divisional Council and respective divisional dealers.

“We are pleased to have Eric Dickerson as the newest member of our Buick Truck Dealer Advisory Team,” said Chris Mazglad, Buick truck marketing director. “His passion for the business and commitment to a strong Buick product portfolio ensure that he will make an important contribution,” she added.

“I am excited to have been chosen,” said Dickerson. “This gives me an opportunity to participate at the highest level in shaping product for a brand that I believe in and am very committed to,” he added.

GMMDA President, Gregory Jackson, commented on Mr. Dickerson's appointment by stating, “We share in the excitement of Eric's appointment to the Buick Dealer Advisory Team. Eric's energetic approach to the business and strong public relations background will be a great enhancement to the Team.”

Mr. Dickerson is an active member of the GMMDA, as well as, the National Association of Minority Automobile Dealers. Dickerson serves as a board member of Public Television WFWI TV 20 and the Behavioral Corp. in Indianapolis. Dickerson Buick was recognized by General Motors in 2000 as the North Central Region's #1 Buick dealership.

Dickerson has been an automobile dealer since October of 1999 and lives in Indianapolis with his wife, Paula. Eric and Paula are the proud parents of four children.

The GMMDA is a non-profit organization that represents the interest of over 380 minority owned General



Motors dealerships across the country. The mission of the GMDA 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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