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DCH Tustin Acura Lauded as “Top 100 Best Dealerships to Work For” By Leading Industry Publication

TUSTIN, Calif. (Oct. 23, 2012) -- DCH Tustin Acura was awarded as one of the “Top 100 Best Dealerships to Work For” on Oct 17, 2012, in the Ritz Carlton Hotel in Chicago by *Automotive News*, the nation’s pre-eminent publication for automotive industry news. This latest honor for DCH Tustin Acura follows several additional industry awards from Acura. This is the latest honor received by the dealership after it has won numerous prestigious awards recently from Acura, J. D Powers and Associates, the Tustin Chamber of Commerce, the *Orange County Register*, the Tustin Community Foundation, Women Certified®, among others.

“This latest award is different from all other awards,” said Dick Hsu, general manager, DCH Tustin Acura. “The ‘Top 100 Best Dealerships to Work For’ award from *Automotive News* is a measure of our employees’ satisfaction with their job and our company. It’s a reflection of our team spirit from within, while other awards are the perception and reaction of our clients and others from outside. We are proud of receiving this award, as it reinforces our belief in delivering customer satisfaction as a team.”

Working with Best Companies Group, the goal of the *Automotive News* award program was to measure employees’ satisfaction with in the auto industry. According to Best Company Group, 25% of the weight of the ranking looks at the company’s compensation and benefit programs. The other 75% is based on the results of employee surveys. A total of 11 dealerships in California were among the 100 winners nationwide. Two other winners from Orange County are Crevier BMW and Capistrano Volkswagen.

“More and more dealerships have been developing and promoting a culture of caring, healthy, motivation and fun,” said Keith Crain, the editor in chief of the *Automotive News*. “Today’s dealerships are no longer a dreaded place to visit or to work. Employees are more engaged and courteous to their customers. We have found that the public perception of the dealerships have also begun to shift to become more positive.”

“We know our business is built on repeat and referral business,” said Hsu. “In order to earn our customers’ trust, we must be honest and caring. It all starts with the customer contact at our front line. Only when we have happy employees can we deliver customer happiness. We are doing it the DCH Way.” DCH is an acronym for “delivering customer happiness.”

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