

*PRESENTATION TO THE*  
***CITY OF ORLAND PARK***

*APRIL 1, 2014*





April 1, 2014

Village of Orland Park  
14700 Ravinia Avenue  
Orland Park, IL. 60462

Karie Friling  
Director of Development Services

Karie,

We would like to use this document as a way of introducing ourselves and the Wilson Automotive Group to you and your chamber. We are in the process of purchasing the Mazda dealership in Tinley Park and we would like to move it to 8920 West 159th Street. The name of this new dealership will be "CJ Wilson Mazda of Orland Park." We are very excited about our new endeavor.

We love cars and we love the communities we're in. We currently own a very successful Mazda dealership and a BMW/KTM/Husqvarna motorcycle dealership in Countryside, Illinois, and are ranked the No. 1 dealership in the Midwest for 2012 and 2013 by Mazda North American Operations. We purchased the dealership in 2012 with gross annual sales of \$33 million. We ended 2013 with gross annual sales of \$40 million, selling 1,500 retail units. For 2014, we are well on our way of meeting a projected gross annual sales of \$50 million.

We like to say that we're "not your typical car dealership." We are a very community-minded organization, and we like working with grassroots and down-to-earth people who enjoy participating in the community. We will be bringing this mindset with us to Orland Park and hope that you will accept us and enjoy the way we would like to embrace our future friends and neighbors.

Our tax-sharing program with the city of Countryside has been extremely beneficial to the success of our dealership. We are requesting a 50% tax sharing program with Orland Park for 7 years or \$2 million, whichever comes first. We believe this program will be mutually beneficial, and we look forward to discussing our shared opportunities. We appreciate your time and consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Vates".

Eric Vates

6060 S. LaGrange Rd. Countryside, Illinois 60525 708.354.7200

**CJWILSONMAZDAOFORLANDPARK.COM**

A MEMBER OF THE **WILSONAUTOMOTIVEGROUP**

# ***DETAILED DESCRIPTION OF PROPOSED PROJECT***

We are purchasing the Community Mazda of Tinley Park dealership and are moving the dealership to 8920 West 159th Street in Orland Park. Our new building was previously a Mitsubishi dealership that now sits vacant. We plan to lease the building with the option to buy, and renovate the building as a Mazda Retail Evolution franchise.

The Mazda Retail Evolution program goes far beyond a simple facility program. It creates an environment that puts a unique Mazda spin on the sale and service of cars and trucks. The Retail Evolution was developed based on Mazda's examination of industry best practices and the progressive, forward-thinking Mazda dealers who are changing customers' sales and service experiences for the better.

Our renovated showroom will be able to display 20 new Mazda vehicles and service 40 cars on any given day. The surrounding lot will always have over 150 new and 75 used vehicles on display.

We have started discussions with both Mazda and our architect about our renovation plans. While it is premature to share our plans and drawings, we would like the opportunity to update this document as our discussions continue.



# DETAILED HISTORY OF DEALERSHIP

8910

We are purchasing the Community Mazda of Tinley Park dealership and are moving the dealership to 8920 West 159th Street in Orland Park. Our scheduled closing on the purchase of this dealership is May 30, 2014. We will be open for business June 1 while we simultaneously renovate our new home.

Once we take ownership of the dealership, its name will change to CJ Wilson Mazda of Orland Park. We will be injecting new management with employees that know our way of salesmanship and systems. We will be quickly changing the operations and working our way in to our new home.

Our parent company is Wilson Automotive Group. We own and operate CJ Wilson Mazda of Countryside, BMW Motorcycles of Countryside, KTM of Countryside and Husqvarna of Countryside. Our dealerships are all located at 6060 South LaGrange Road. Another endeavor of ours is CJ Wilson Racing, as a passion of our owner/principal CJ Wilson is auto racing. Our team of Mazda drivers travels around the country each year, participating in the Continental Challenge Series. Another CJ Wilson organization, CJ Wilson Children's Charities, raises funds, awareness and youth participation in community service and charitable giving that directly benefits families of children affected by chronic, life-threatening illnesses and the social and financial challenges that come with it.

We are also in the process of opening another Mazda dealership, located in Ventura, California. Our goal is to have CJ Wilson Mazda of Ventura up and running by mid-May 2014. The Orland Park dealership will be opening shortly after our Ventura dealership, and will be the third Mazda franchise in our growing family of dealerships.

We are a well seasoned group of car guys with a great owner/principal. We believe in and plan on strongly participating in the communities we serve. Feel free to call Sharon Peterson at the city of Countryside and ask about our involvement.

## This was the most awesome experience I've had at a...

dwanh2002  
2/28/2013 9:00:40 PM

Reason For Visit: Sales (Used)  
I Recommend This Dealer: Yes  
Employee(s) Dealt With:

 **Matt Kuytna**

### My Review Of CJ Wilson Mazda:

This was the most awesome experience I've had at a dealership. Matt went above and beyond my expectations. Definitely top notch. You always hear the horror stories when going into a dealer but they were no pressure. The guys actually look like their customers when they walk in. Very impressed with them.

Customer Service:	★ ★ ★ ★ ★	N/A
Quality of Work:	★ ★ ★ ★ ★	5
Friendliness:	★ ★ ★ ★ ★	5
Overall Experience:	★ ★ ★ ★ ★	5
Pricing:	★ ★ ★ ★ ★	5

Overall Score: ★ ★ ★ ★ ★ **5.0**

## I was greeted promptly, t

malcru1@comcast.net  
1/11/2012 3:57:45 PM

Reason For Visit: Service  
I Recommend This Service Center: Yes  
Employee(s) Dealt With:  
Bob  
Dan  
Adrien

I had the best experience

able2  
2/27/2013 11:55:55 AM

Reason For Visit: Sales (Used)  
I Recommend This Dealer: Yes  
Employee(s) Dealt With:  
**Mario Daniello**

My Review Of CJ Wilson Mazda:

I had the best experience at this deal

# ANTICIPATED PRIVATE INVESTMENT

We are in the early stages of defining the cost of the CJ Wilson Mazda of Orland Park building renovations and the capital improvements that will be requested by Mazda to bring this building up to Mazda's high standards of retail presentation.

Here are our projections as of March 31, 2014. We would be more than happy to revise this page and present updates as we learn more.

Purchase Price of Dealership	\$1,000,000
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Building - Lease with Option to Buy Pending Appraisal & Inspection	\$4,500,000
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Annual Property Taxes (Estimated 2014)	\$145,810
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Capital Improvements	\$800,000 - \$1,000,000
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Estimated Moving Costs	\$250,000
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Monthly Inventory New Cars	\$3,500,000
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Monthly Inventory Used Cars	\$1,500,000
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# NEW JOB CREATION

When we move Community Mazda of Tinley Park to our building at 8920 West 159th Street in Orland Park, we will be bringing 39 new jobs to the community.

In 2013, Community Mazda had gross annual sales of \$16 million. As noted in this presentation, we plan to grow and do better. But our retail establishment will add tax dollars not only from our sales, but from residual sales we create in the area.

Our retail establishment is open 7AM to 9PM weekdays and 7AM to 5PM Saturdays. Our employees will be spending their breakfasts, lunches and dinners in the community. On a monthly basis we have over 400 customers come through our doors to test drive a Mazda vehicle. These people will also have breakfast, lunch or dinner in the community while they wait for service or make a purchasing decision.

## Full Time

Administrative Positions	3
Management Positions	5
Porters	8
Sales Postions	10
Service Writer	3
Service Technicians	3

## Part Time

Cashiers	4
Service Technicians	2

<b>Total New Jobs Created in Orland Park</b>	<b>39</b>
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# ANTICIPATED SALES VOLUME

Year	Gross Annual Sales	New Car Sales	Used Car Sales
2013	\$16 million	335	267
2014*	\$20 million	395	314
2015	\$25 million	454	361
2016	\$30 million	522	415
2017	\$35 million	600	477
2018	\$40 million	690	548
2019	\$50 million	793	630

\*We will be taking over the dealership in June 2014. Our projected Gross Annual Sales for the half year that we will be owning and managing the dealership is estimated to be \$10 million.



# ABOUT CJ WILSON

A two-time MLB All-Star pitcher, CJ Wilson is a left-handed starter for the **Los Angeles Angels of Anaheim**. He signed a five-year, record-breaking deal with the Angels in December 2011.

CJ, happily married at 33 and committed to a "straight-edge" drug- and alcohol-free lifestyle, has enjoyed great success on the baseball diamond and the racetrack (through **C.J. Wilson Racing & Entertainment**). CJ loves owning cars, driving cars and especially racing cars. He began road racing in 2008 and his team this year is contending for both the Continental Tire Series & Mazda MX-5 Cup titles.

But CJ's racing team also serves an important role as a national spotlight for his community work, especially with his charitable endeavors through **C.J. Wilson's Children's Charities**, an organization that supports children with chronic and terminal illnesses nationwide.

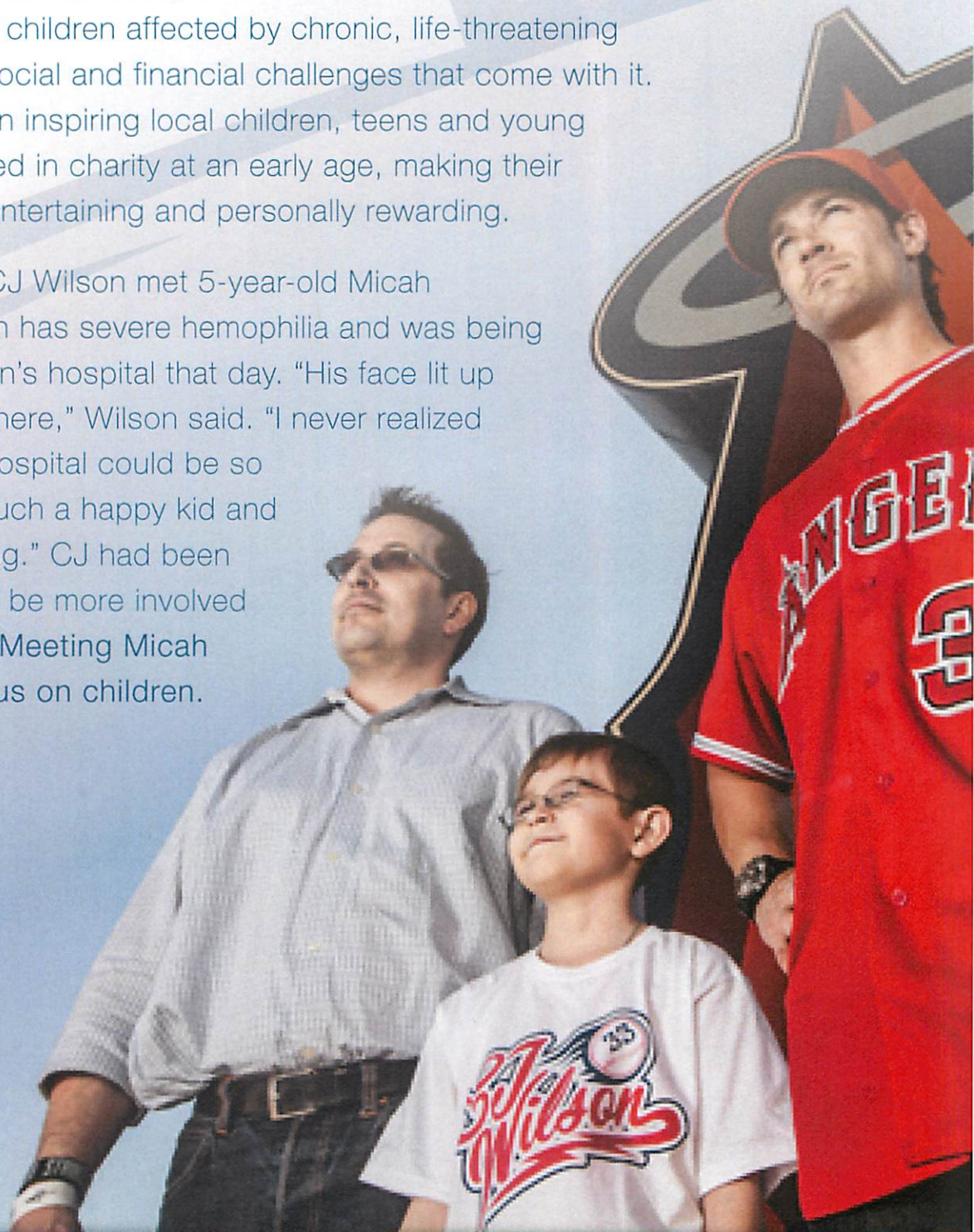
As a Major League star, CJ continues to add interest and media exposure to his partners and sponsors. Emblematic of this is his ample social media following, which includes over 191,000 **Twitter** users. You can learn more about CJ on his official website, [www.leftyleft.com](http://www.leftyleft.com).



# ABOUT CJ WILSON CHARITIES

CJ is the founder of the 501(c)3 non-profit **C.J. Wilson's Children's Charities**. The organization raises funds, awareness and most importantly youth participation in community service and charitable giving that directly benefits families of children affected by chronic, life-threatening illnesses and the social and financial challenges that come with it. CJWCC focuses on inspiring local children, teens and young adults to be involved in charity at an early age, making their involvement both entertaining and personally rewarding.

In 2006, a young CJ Wilson met 5-year-old Micah Champagne. Micah has severe hemophilia and was being treated at a children's hospital that day. "His face lit up when he saw me there," Wilson said. "I never realized somebody in the hospital could be so positive. He was such a happy kid and I gave him a big hug." CJ had been looking for ways to be more involved in the community. Meeting Micah inspired CJ to focus on children.



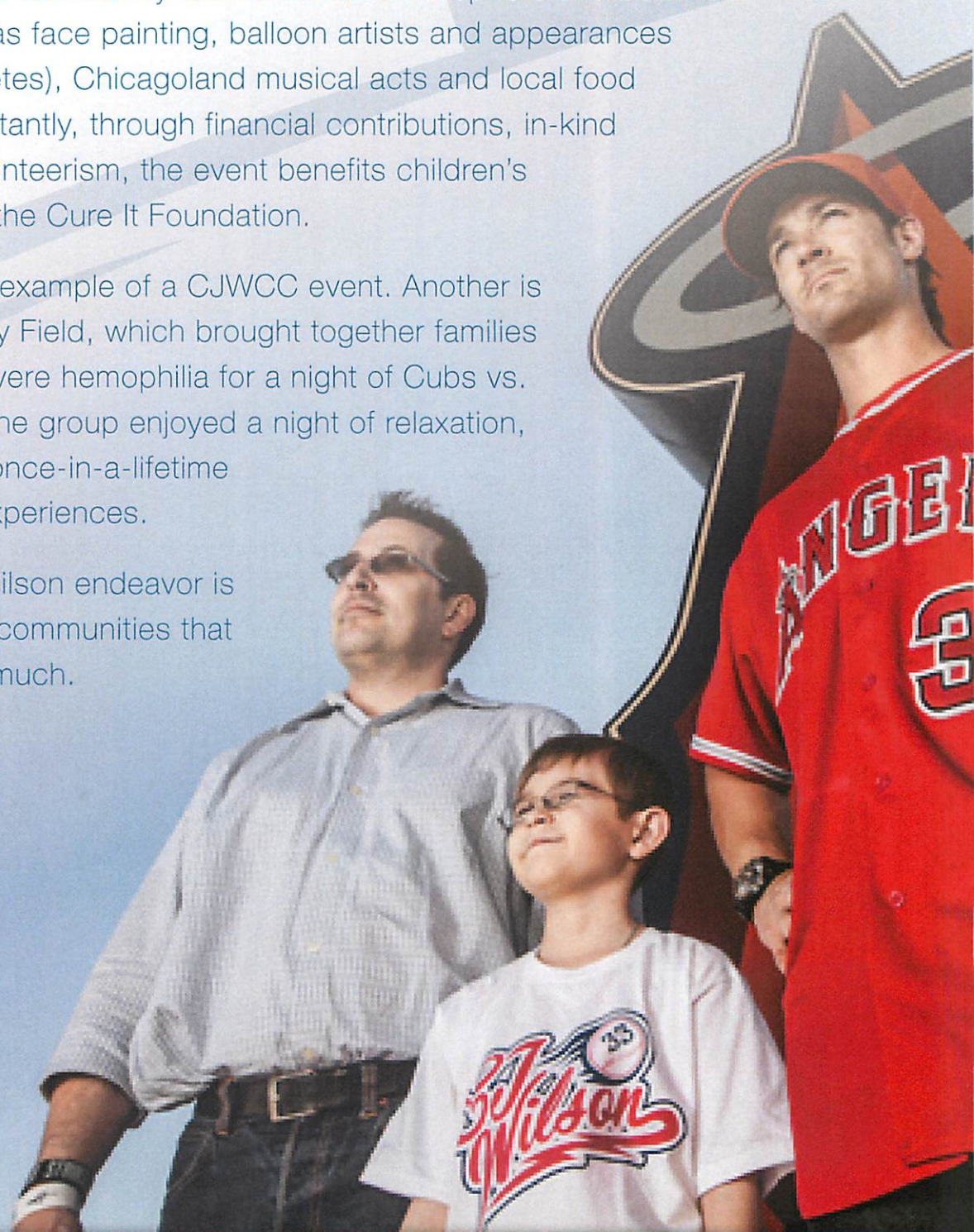
# ABOUT CJ WILSON CHARITIES

CONTINUED...

CJ Wilson Children's Charities' **annual family-friendly benefit concert** is one of the premier community events in Countryside, Illinois. Each summer, the event rallies the community with a carnival atmosphere and activities for children (such as face painting, balloon artists and appearances from celebrity athletes), Chicagoland musical acts and local food trucks. Most importantly, through financial contributions, in-kind donations and volunteerism, the event benefits children's charities, such as the Cure It Foundation.

But that's just one example of a CJWCC event. Another is the Night at Wrigley Field, which brought together families of children with severe hemophilia for a night of Cubs vs. Angels baseball. The group enjoyed a night of relaxation, conversation and once-in-a-lifetime baseball skybox experiences.

Part of every CJ Wilson endeavor is giving back to the communities that have given CJ so much.





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