



For Immediate Release
September 27, 2010

Contact: Deborah Burke Henderson
508-481-3568, extension 231
dbhenderson@sadd.org

DCH Auto Group Wins National Highway Safety Award for Innovative Program Partnership with SADD

WASHINGTON, D.C. & KANSAS CITY, Mo.—Today at its annual meeting in Kansas City, the Governors Highway Safety Association (GHSA) presented its Peter K. O’Rourke Special Achievement Award for notable achievements in highway safety in 2009 to New Jersey-based **DCH Auto Group**. GHSA represents state highway safety agencies across the country, and this prestigious award, named in honor of former GHSA Chairman and Californian Peter K. O’Rourke, recognized DCH Auto Group for its innovative partnership with SADD (Students Against Destructive Decisions) and the company’s commitment to safe teen driving.

DCH Auto Group, the largest auto group in New Jersey and one of the largest in the nation, with 27 dealerships in New Jersey, New York, Connecticut and California, made a unique and substantial commitment to promote teen safe driving through active involvement in local high schools and communities. “The DCH investment in the teen safety issue goes far beyond donation of funds,” remarked Penny Wells, SADD Executive Director and President. “The company has a deep commitment to raising broad community awareness about the issue and assisting local young people in tangible ways.”

In spite of the most significant budget crisis in their industry in decades, DCH supported the creation of SADD chapters in local high schools within each of the communities served by their dealerships, as well as sponsorship for students and advisors to attend annual SADD national youth leadership development conferences, and regional training conferences on the east and west coasts. To date, DCH has sponsored 27 SADD chapters in high schools in its service areas. These chapters range in size from 30 students to 150 students. DCH/SADD chapter activities have reached more than 50,000 students as well as thousands of parents and family members and countless additional community members. In addition, through community events sponsored by the DCH/SADD chapters, thousands of additional community members have been impacted.

This new model of business partnership with a nonprofit around an important issue, incorporates education in the DCH showrooms; encourages employee-student interaction; provides resources to shore up support within the schools for valuable extra-curricular youth leadership initiatives; incorporates collaboration with law enforcement, local media, and

-more-

community coalitions; and uses the company's leverage to raise awareness and support policy change within their profession and their states. "Their action is grounded in a strong corporate value system of respecting their customers, their employees, and improving their communities," added Wells. "Employee support within DCH dealerships has been substantial and enthusiastic."

To learn more about the DCH/SADD partnership, visit www.sadd.org or www.dchauto.com.

#####