



Kara Thorp, PR Manager  
NADA Public Affairs  
(703) 760-7562  
[kthorp@nada.org](mailto:kthorp@nada.org)

## **CLEVELAND TRUCK DEALER NOMINATED FOR TOP INDUSTRY HONOR**

**McLean, Va. (March 17, 2008)** — Brian O'Donnell, president of Valley Ford Truck Inc., Cleveland, Ohio, is nominated for the American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year Award. The winner will be announced at the opening general session of the 45th Annual ATD Convention and Exposition in Dallas on April 26.

### **Building the Business**

O'Donnell began his career with Valley Ford Truck Sales as assistant to the sales manager. It was a position that allowed him to learn the truck business. During this time, Ford Motor Co. recognized him as one of the top sales people in North American Automotive Operations, presenting him with the Grandmasters Award. O'Donnell was quickly promoted to sales manager and eventually to vice president of sales. At this time he began to purchase stock in the company. He became president of Valley Ford Truck Sales in 2006, and holds a minor ownership position with Valley Freightliner, Sterling and Western Star Trucks of Cleveland.

O'Donnell attributes much of the company's success to their long-term relationships with their customers, some spanning more than 20 years. "The company is committed to continued growth and profitability," O'Donnell said. "We have a management team that will make this happen." Managers meet weekly and review performance against the business plan, making any necessary changes. "This brings managers together as a team to look for improvement for the whole dealership rather than just for their own department, resulting in continued improvement and positive changes," he said.

### **Honors, Awards and Service to the Industry**

Awards earned by Valley Ford Truck include Ford Motor Company's Commitment to Excellence for retail growth and service (2007); Ford's Dedication to Achievement (2006); and Ford's regional Outstanding Sales Review Award (2005 – 2006.) Valley Ford Truck was also named as one of the Top 90 Performing Companies in Northeast Ohio by *Inside Business Magazine* (1999 – 2006. Valley Freightliner was an "Aspire" award-winning dealership for 2007.

O'Donnell is currently a member of the Ford Dealer Truck Advisory board and serves as co-chairman of the Fleet and Commercial committee of Ford National Dealer Council. He has been a director, representing Ford products, for the Greater Cleveland Automobile Dealers' Association, and is currently treasurer of the association. This position will progress into GCADA chairman, making O'Donnell one of the first truck dealers to be named chairman of a major automobile dealers association.

### **Community Service**

O'Donnell lives in Bainbridge, Ohio. He participates in numerous community charitable and outreach programs, including sponsorship of an annual drive to support Shriner's hospitals; the collection of medical equipment for Equip Your Neighbor; and collects and distributes Christmas gifts for the residents of the Parma Care Center. In addition, he hands out Child Identity Kits through the Valley View police department for Commitment to Kids; participates in Race for the Cure; and donates vehicles for disaster relief efforts such as Hurricane Katrina, and for dignitaries and local parades.

### **The Award**

The American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year Award nominees are evaluated on dealership performance, civic contributions and industry leadership.

**About ATD**

Founded in 1970, the American Truck Dealers division of the National Automobile Dealers Association is the only national organization representing dealers selling new medium- and heavy-duty trucks.

###