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TIME AND ALLY FINANCIAL HONOR TIFFIN DEALER

**Daniel Reineke Wins National Recognition for Community Service
and Industry Accomplishments**

(New York, NY, November 8, 2021) – The nomination of Daniel Reineke, vice president of Reineke Family Dealerships, a Chrysler, Dodge, Ford, Honda, Jeep, Lincoln, Nissan and Ram dealership group in Tiffin, Ohio, for the 2022 TIME Dealer of the Year award was announced today by TIME.

Reineke is one of a select group of 47 dealer nominees from across the country who will be honored at the 105th annual National Automobile Dealers Association (NADA) Show in Las Vegas on March 11, 2022. The announcement of this year’s annual award was made by Viktoria Degtar, Global Chief Revenue Officer, TIME, and Doug Timmerman, president of Dealer Financial Services, Ally Financial.

The TIME Dealer of the Year award is one of the automobile industry’s most prestigious and highly coveted honors. Recipients are among the nation’s most successful auto dealers who also demonstrate a long-standing commitment to community service. Reineke was chosen to represent the Ohio Automobile Dealers Association in the national competition – one of only 47 auto dealers nominated for the 53rd annual award from more than 16,000 nationwide.

“The single most rewarding part of my career has been the pride I have in our family,” nominee Reineke said. “Our shared values of hard work, dedication and success bind us together. And at our core is a commitment to one another, to our employees and to our community.”

That devotion begins with his father, Bill Reineke Sr., who founded the family’s first dealership, Reineke Buick Oldsmobile in Fostoria, Ohio, in 1960. When Reineke was 12 years old, he started working at one of the family’s stores, a Ford dealership, where he mowed the grass, cleared snow, filled tanks and washed cars.

“Building his business from the ground up, our father taught us the importance of hard work, commitment and caring for family – which for us, extends well beyond the Reineke family to all employees of our dealerships,” he said. “I saw the sense of

community my father created within his business, and from those very first days, I knew I wanted to be a part of it.”

To that end, Reineke earned an associate degree in automotive marketing from Northwood University in Midland, Michigan, in 1986, and graduated from the NADA Academy in 1987. He then moved into sales at Reineke Ford Lincoln of Tiffin and advanced through all departments.

His goal was to eventually partner with his two brothers, expand the business and broaden market share. Today, he owns the auto group with brothers Tom and Bill, and the Reineke Family Dealerships encompasses eight new-car stores and two RV dealerships, employing 400 people across northwest Ohio.

“Our father held himself and those around him to the highest standards, but he did it with a love and warmth that fostered a true sense of family within the dealership,” Reineke said. “Representing his legacy to the very best of my ability is what drives me each day.”

He feels a great sense a responsibility to his employees, who rely on his business for jobs, and his customers and their families, who rely on his dealership for their essential transportation needs. Reineke is also a voice for his industry, serving on the board of the Ohio Automobile Dealers Association since 2014 and as the group’s chair in 2021.

“I’ve focused my work at the association with an eye toward the future,” he said. “I am investing my time and expertise to interact with and advance dealers, to work on legislative developments, to support dealers through difficult challenges and to anticipate threats to the state’s auto dealer franchise system.”

In the civic arena, Reineke currently serves the Tiffin-Seneca Economic Partnership (TSEP); the Seneca Regional Chamber of Commerce; East Green Foundation; and Tiffin University (board of trustees), to name a few.

The Reineke Family Dealerships also contribute to numerous organizations and nonprofits, including Tiffin Youth Football; East Green Concert Series; Vanguard-Sentinel Career & Technology Centers Drug-Free Clubs of America; Trunk or Treat community events; Veterans Car Show; Marathon Center for the Performing Arts; and many others.

“Over the last three years, Reineke Family Dealerships have invested more than \$593,000 in local charities and activities that help enrich the lives of the people in our community,” Reineke said. “Our business truly is only as successful as the individuals we serve.”

Dealers are nominated by the executives of state and metro dealer associations around the country. A panel of faculty members from the Tauber Institute for Global Operations at the University of Michigan will select one finalist from each of the four NADA regions and one national Dealer of the Year. Three finalists will receive an additional \$5,000 for their favorite charities and the winner will receive an additional \$10,000 to give to charity, donated by Ally.

In its eleventh year as exclusive sponsor, Ally also will recognize dealer nominees and their community efforts by contributing \$1,000 to each nominee’s 501(c)3 charity of choice. Nominees will also be recognized on AllyDealerHeroes.com, which highlights the philanthropic contributions and achievements of TIME Dealer of the Year nominees.

“In cities and towns across the country, auto dealers make a big economic impact—going the extra mile to strengthen their communities,” said Doug Timmerman, president of dealer financial services, Ally. “It’s an incredible achievement to be nominated for TIME Dealer of the Year. The program not only recognizes leadership in business and customer service, but also a commitment to giving back and doing it right.”

Reineke was nominated for the TIME Dealer of the Year award by Zach Doran, president of the Ohio Automobile Dealers Association. He and his wife, Nikki, have two children.

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About TIME

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About the NADA Show

The annual NADA Show brings together more than 20,000 franchised dealers and their employees, industry leaders, manufacturers and exhibitors to learn about the latest auto industry tools, trends, products and technologies.