



FOR IMMEDIATE RELEASE

Contact: Vicki Giles Fabr  - 206-433-6300

**Bob Bridge, Bob Bridge Toyota Scion,
Named President of Washington State Auto Dealers Association**

May 5 – **Bob Bridge** was named 2010/2011 President of the Washington State Auto Dealers Association (WSADA) on April 17 at the organization’s annual convention. He previously served on the WSADA Board of Directors and Executive Committee.

Among Bob’s goals are growing the number of dealers and dealership employees who work closely with state and federal elected officials to educate them on the value of franchised dealers to the state. He will also continue the Association’s partnership with the Departments of Licensing and Revenue and the Office of the Attorney General to maintain a fair regulatory approach that supports an ethical and level playing field for dealers and consumers. Bob also intends to focus on training that educates dealerships on how to be profitable while providing the ultimate customer service experience in a changing sales environment.

This isn’t the first time Bob has made a significant commitment to serve others. He actively supports math, reading and teacher appreciation programs in the Renton School District and previously launched Rentontutor.com which provides tutors to 100 high school students struggling with math, 25 from each of the districts four high schools. Students work one-on-one with vetted, mathematics professionals in before and after school on-line study sessions managed by the schools’ computer labs.

In addition, Bob actively supports the district’s Reading Buddies program. More than 1,000 fourth and fifth-graders are learning to be tutors and good role models as they are paired with second-graders in weekly sessions teaching that not only is reading important, it’s fun, too. During the 2009/10 school year, the students will read over 100,000 books.

Bob is also a Committee Member of Friends of Renton Schools which seeks to bridge the district’s funding gap through contributions from business donors, individual donors, and grants.

“I am convinced maximizing educational excellence provides a domino effect of positive change on many fronts,” Bob said. “Improving educational performance in a given district leads to lower crime rates, higher real estate values, more vibrant community and of course more successful children.”

“For those of us fortunate enough to have been successful in business, now it’s time to give back,” Bob once said. “I divide things into two buckets: stuff I can’t do anything about and stuff I can.”

Founded in 1920, WSADA is celebrating its 90th anniversary. The Association’s 300 dealer members serve 75 communities in Washington and are responsible for annual sales volume in excess of \$11 billion. Together, they employ over 22,000 people with a combined payroll of more than \$1 billion. Their dealership sales total 12% of the state’s retail sales, generating hundreds of millions of dollars of tax revenue for state and local governments through sales, corporate, and payroll tax revenue.

###