

Contact: Lee Goodwin  
Massachusetts State  
Automobile Dealers  
Association  
Phone 617.451.1051  
Fax 617.451.9309  
Email:  
lgoodwin@msada.org

59 Temple Place,  
Suite 505  
Boston, MA 02111

Massachusetts  
State Automobile  
Dealers Association



# Press Release

## Lorenz Recognized as First Woman Dealer of the Year in Massachusetts

Greenfield, MA (Dec. 11, 2008): Nell Elizabeth “Beth” Lorenz of Lorenz Honda in Greenfield has been selected 2008 Massachusetts Dealer of the Year. She is the first woman in the state to receive this recognition from her fellow dealers.

She was also selected as the state’s 2009 Time Magazine Dealer of the Year national nominee. Each year the Dealer of the Year award recognizes an outstanding auto dealer from candidates across the state – and the nation – who exhibits exceptional performance and distinguished community service.

Lorenz began in the retail auto industry in 1985 with her husband, Steve – a second generation GM dealer – and his father, Don Lorenz. Ten years later, the pair bought the business from Steve’s father.

In 1996, Lorenz obtained a Honda franchise and began a new chapter in her career.

In addition to her duties as president of Lorenz Honda, Lorenz has embraced her role as a community leader and volunteer. She has served on the Franklin County Chamber of Commerce and the Greenfield Planning Board. She has devoted countless hours to the United Way of Franklin County over a span of 15 years, including as a member of its board of directors.

Lorenz, a native of New Jersey, resides in Greenfield.

She was presented the awards at the New England Motor Press Association (NEMPA) luncheon on December 3, 2008 in Boston at the New England International Auto Show. Finalists for the national Time Dealer of the Year Award will be announced at the National Auto Dealers Association Convention in New Orleans in January, 2009.



Nell Elizabeth “Beth” Lorenz, President of Lorenz Honda in Greenfield, receives the 2008 Massachusetts Dealer of the Year Award from David Hendley, regional manager for Honda. Lorenz is the first woman in the state to receive the recognition from her fellow dealers. The award was presented at the New England International Auto Show, held recently in Boston.

For Immediate Release