VIDEO: AUDIO:

Montage of video w/corp. logo [Music Up]

VOICE OVER:
Welcome to the Grappone Companies.
As a new employee you have joined
a tradition of excellence that has catered to the
transportation needs of New Hampshire and
New England for over seventy-five years.
Our dealerships are each proud to be a part of
the Grappone Corporate Family, and, whether
you work in sales, service, parts, or one of the
many important support jobs that are critical to
our success, you are now part of a large team.
The purpose of that team is to ensure excellence
in customer service and the present and future
success of one of the largest privately owned
enterprises in the State of New Hampshire, the
Grappone Family of Companies.

F.W. ON CAMERA:
Success isn't something that gets handed to you.
It takes a lot of hard work to make something
look easy. The Grappone Companies have been
built by the hard work of a lot of people over the
years, and it all started when Rocco Grappone
and his wife, Emanuella, arrived in Concord,
New Hampshire to carve out their future.

F.W. VOICE OVER:
As a stonecutter, Rocco was employed at one of
the granite quarries in the hills above Concord.
The work was hard, the pay was poor, and the
working environment was dangerous.
Emanuella saw the writing on the wall, and
decided that the road to success would be driven
on a new contraption – the horseless carriage!
By 1924 the first Grappone car business, a Gulf
Service Station, was born, and by 1925 they
were selling Oldsmobiles to a public that was
hungry for this new mode of transportation.
In the 1930's the Depression hit the U.S., and
the car industry was not spared.
By the time the U.S. entered the war in 1941,
much of the automotive industry was devoted to

VIDEO: AUDIO:

the war effort. Metal and rubber were in short supply, and, if you could afford new tires, you often couldn't find them. Always the innovator, Rocco established a tire retread business, *and* started selling used cars.

In 1948, the Grappones obtained a franchise for John Deere farm and industrial equipment. Then they turned their eyes to the transportation needs of the *state* of New Hampshire, and in 1955 opened a Pontiac dealership in Nashua.

By 1958, the Grappone family dealerships were flourishing, but Rocco was tired after thirty-four years of operating multiple businesses. It was time for the passing of the torch. John Grappone Ford was established, and a new Grappone took the reins.

The Grappone family dealerships, under John's direction, survived the gas crunch of the seventies. As a matter of fact, they were once again in the right place at the right time, for in 1968, John Grappone purchased Toyota and Subaru franchises. They entered the market place just as smaller, more fuel-efficient cars became the rage

By the 1980's, the idea of centralizing the Grappone dealerships in one location took hold. Soon after, the dealerships began their move to the junction of routes 89 and 93. The Grappone Auto Junction had become a reality.

1990 saw the third generation of Grappones take over; John's sons Bob and Allen now ran the business. Thirty-two years had passed since Rocco had turned over the family businesses to his son, John. The 90's saw a change in the way Americans bought cars; they were tired of dickering over price. The time was right for a new kind of dealership, and a Saturn franchise was purchased in 1991, followed by Saturn of Nashua, in 1993. A period of growth was beginning; that same year, New England

VIDEO: AUDIO:

Equipment of Vermont was purchased, adding John Deere equipment franchises in three Vermont locations. Volkswagen and Hyundai dealerships followed soon after, along with the creation of AutoSure, a used car superstore. In 1997 Bob Grappone assumed full ownership of the family business. In 1999, the assets of a Daimler/Chrysler dealership were purchased, establishing Grappone Chrysler, Grappone Dodge, Grappone Dodge Truck, Grappone Plymouth, and Grappone Jeep. 1999 also marked the 75th anniversary of the Grappone Companies. It was a year for reflection upon past achievements, and a time to prepare for new times, and new opportunities. In addition to this period of growth, Grappone Toyota was honored with the President's Award for the 12th consecutive year. That same year, Ford won its second consecutive Presidents' Award. To earn these prestigious awards, you have to be the highest quality dealer, excelling in all areas of operations.

F.W. ON CAMERA:
As the Grappone Family Companies enter the new millenium, there is more growth planned. Technologies like the Internet are being embraced and added to the success formula. And it is all due to Grappone's original commitment to customers and employees. A commitment that has been carried down over the years, and has enabled the Grappone dealerships to grow, and thrive.

F.W. VOICE OVER:
This commitment has been distilled into a set of six guiding rules that all Grappone employees take to heart. The Grappone Principles.

1. Do your best – do the task at hand right.
2. Take every task seriously.
3. Treat your co-workers with the respect you expect from them.
4. Do something good, and it will benefit everyone.

VIDEO:

AUDIO:

5. Never give up.
6. Love your job, and the world will smile upon you.

These principles have enabled the Grappone Companies to grow. Use them, and believe them, and they will serve you the same way. Respect for the customer, and the ability to listen is vitally important to becoming a successful member of the Grappone team.
It wasn't long ago that women customers were not considered to be serious customers; sure, they could check the car out, but the man was the final decision-maker. They realized that they were ignoring the most powerful block of buyers around. Women most certainly *do* buy cars, and they know what they're buying, as well as being a powerful influence on the mens' decisions. So be as attentive to the woman customer as you are to the man.
Listening is the key to success, no matter what department you work in. No one walks away happy if they feel that they haven't been listened to. Because if they *haven't* been listened to, their needs are not likely to have been met.

F.W. ON CAMERA:
By treating our customers the way we'd like to be treated, we create pride in the work we do. This makes for a customer who is loyal to the Grappone Companies. Let's see what some Grappone customers have to say.

CUSTOMER TESTIMONIALS

Topic: Sales
Topic: Follow-up

Topic: Value

Topic: Satisfaction

Topic: What makes a repeat customer

Topic: Why customer came to Grappone

VIDEO: AUDIO:

EMPLOYEE SOUND BITES

Topic: Why the Grappone Principles are sound

Management sound bites

Topic: Women as car/truck buyers

Bob Grappone on Pride in the workplace and teamwork [ON CAMERA]

CLOSE:
The Grappone Family of Dealerships is also a good corporate citizen. Their commitment to the community has had a large impact on the quality of life in Concord and the surrounding areas. The Grappone philosophy has always been to support the greater community, and over the years they have. Contributions include all levels of baseball leagues, the Currier Gallery of Art, the Capitol Center for the Arts, Grappone Stadium at Saint Anselm's, and numerous area and community projects.

F.W. ON CAMERA:

By now you've got a pretty good idea of what it will take for you to become a successful part of the Grappone team. Through dedication, hard work, a commitment to core values, and a willingness to listen, we will all succeed!

MUSIC UP. CLOSING MONTAGE.