



**Jim Moran**  
1918 - 2007

## The History of JM Family Enterprises, Inc.

Long before JM Family Enterprises, Inc. (JM Family) was recognized as a leader in the automotive business, Jim Moran began making his mark in this industry and in his community. With a career that spanned more than six decades, Jim Moran was truly an automotive pioneer. Before his passing on April 24, 2007, his lifetime achievements were recognized by his 1996 Horatio Alger Association of Distinguished Americans Award and his 2005 induction into the Automotive Hall of Fame, the single greatest honor in the international motor vehicle industry.

Born on August 8, 1918, Jim started his career as a young man who had very little money, but he made up for it with a strong desire to succeed. In 1939, he saved every penny he could, putting together \$360 to purchase a gas station that soon became the largest volume Sinclair outlet in Chicago. After serving his country in World War II, Jim Moran returned to Chicago and sold his first car - a used 1936 Ford Coupe - off the apron of the Sinclair station for \$275.

Within two years of returning to Chicago, Jim purchased his first used car lot. His phenomenal success brought him relationships with Hudson and Ford. Within 30 days of becoming a Ford dealer in 1955, he turned it into the world's largest Ford dealership. Jim's quest for innovation and customer appreciation led him to become the first television sponsor to appear in his own commercials and first advertiser in the nation to show an actual car on television and then sell it himself – quite an accomplishment in 1948. He was also the first to equip his cars with seat belts at no charge to the customer. Even with the responsibilities of owning the dealership, for years Jim personally sold more than 1,800 cars annually – an extraordinary average of five cars every day of the year! Jim even established the first “on the spot” new car delivery system that allowed customers to drive away in their new cars within 30 minutes of the purchase.

Jim started reconditioning cars in the late 1940s and became the first dealer to offer a 100% guaranteed used car covered by a clear written warranty. In 1949 the Courtesy Conditioning Assembly Line at Courtesy Motors opened and began reconditioning up to 800 cars a month.

His sales topped several million dollars by the time he turned 30 and with a knack for showmanship, his commercials made him a celebrity throughout the Chicago area where he was known as TV's “*Jim Moran the Courtesy Man*.” He sponsored three live shows a week, handling the master of ceremony duties and all the live commercials himself. Jim was the first to present a full-length movie on television in 1949, even though the critics said nobody would watch. “*The Courtesy Hour*” and “*Barn Dance*”

became big hits and received television's renowned Emmy Awards for every year they were on TV. His weekly variety shows provided another outlet for the sleek new and reconditioned cars he was selling at Courtesy Motors.

Jim's long tradition of giving back to the community also began in Chicago. Through his fund-raising initiatives in Chicago, Jim supported the Boy Scouts, B'nai B'rith, the Heart Fund, the Cancer Society and the City of Hope, among others. His fundraising also included hosting several telethons with celebrities such as Sammy Davis, Jr., Bob Hope, the Mills Brothers, Mickey Rooney, Danny Thomas, Jane Wyman and the Harlem Globetrotters. Jim's fame as an advertising pioneer earned him a cover story in TIME magazine's March 24, 1961 issue. To this day, he is the only automobile dealer to appear on its cover.

At 46, Jim was diagnosed with cancer and told he had six months to live. He "retired" to Florida and fought a difficult battle with the disease. Jim beat the 10% chance he was given to survive! After beating the cancer, he was back to his lifelong passion of selling cars. Jim soon opened Jim Moran's Pontiac City in Homestead in 1968. In 1970, Jim was awarded the franchise for the Pontiac dealership in Hollywood, which became JM Pontiac and for the next 20 years was the largest Pontiac dealership in the world.

Jim then came to a crossroads that would change his life when he was approached with the possibility of distributing Toyotas. He was very impressed after his first test-drive in a Corona RT-52 Coupe in early 1968. At a preliminary meeting with the Executive Vice President of Toyota Motor Sales, Seisi Kato, in Miami, Mr. Kato questioned Jim, asking, "What would you do, Moran-san, if I shipped you 10,000 cars?" To this question the automotive innovator replied instinctively, "I'd sell them." On October 26, 1968, during his first visit to Japan, Jim Moran was awarded the franchise to distribute Toyotas and Southeast Toyota Distributors (SET) was born. The company started with just 11 associates in offices on the fourth floor of a bank building in Pompano Beach. In 1969, SET had 42 dealers in the five-state region. With Jim's determination to propel the distributorship forward, by 1970 SET had grown to 71 dealers and registered a sharp increase in sales in the first quarter, achieving an import market penetration of 8.1% and bringing sales expectations to 20,000 Toyotas for the year.

With the best product in the world to sell, Jim Moran helped the dealers continually establish new records. In 1982, Jim celebrated with his associates when SET and the then 151 dealers sold its 1-millionth Toyota, and they immediately began working toward the next goal. By 1990, 2 million Toyotas had been sold; by 1995, 3 million Toyotas had been sold; in 2000, 4 million Toyotas had been sold; in 2003, 5 million Toyotas had been sold; and in 2006, 6 million Toyotas had been sold by 167 dealers in the five southeastern states. As the business grew, so did the need to better serve SET's dealers. In 1969, SET revolutionized the automobile industry with the introduction of the 33-ASR teletype, the first computer network to link dealers with the distributorship.

In 1978, Tender Loving Care Corporation (TLC) was established to offer extended service contracts to SET customers. JM&A Group (JM&A), which first began as TLC, is now one of the largest independent insurance and extended warranty group of companies in the country. With 30 years of experience, JM&A's inter-related companies provide a variety of finance and insurance (F&I) products and services to automotive dealers nationwide representing virtually all manufacturer makes and models. JM&A Group ([www.jmagroup.com](http://www.jmagroup.com)) offers its customers quality finance and insurance retail products and

systems to help sell more vehicles and maximize profitability on vehicle sales and after-sale opportunities, leading to increased financial stability and maximum performance. Products and services include: new and used vehicle protection plans, used vehicle certification programs, pre-paid maintenance plans, GAP protection and F&I training for sales, service departments and used car operations and consulting services.

In 1981, World Omni Financial Corp. (WOFC) ([www.worldomni.com](http://www.worldomni.com)) was formed and became the first captive automotive finance company for an import car company. World Omni provides a broad range of financial products and services to consumers, dealers, and lenders. It has maintained its Standard & Poor's STRONG auto servicer rating since 2004. WOFC's primary businesses include Southeast Toyota Finance ([www.southeasttoyotafinance.com](http://www.southeasttoyotafinance.com)), which offers automotive financial products and services to SET dealerships; CenterOne Financial Services LLC ([www.centeronefinancial.com](http://www.centeronefinancial.com)), a provider of innovative third-party servicing solutions designed to improve the performance of client portfolios; DataScan Technologies LLC ([www.datascantech.com](http://www.datascantech.com)), a global leader in wholesale floorplan accounting and risk management systems and services; DataScan Field Services LLC ([www.datascanfieldservices.com](http://www.datascanfieldservices.com)), the largest floorplan audit and vehicle inspection company in the industry; and Monetrics, Inc. ([www.monetrics.com](http://www.monetrics.com)), a leader in automated risk decisioning software and analytics. WOFC operates two full-scale, state-of-the-art customer service centers in Mobile, Ala. and St. Louis, Mo. DataScan Field Services has offices in Alpharetta, Ga.; Solon, Ohio; Toronto, Ontario; and Montreal, Quebec.

The early years also saw record-breaking sales that propelled Toyota in 1975 above Volkswagen for the first time in the United States and the creation of the first Cash Bash (an SET innovation). Jim Moran initiated the "Toyotathon" which is now a national Toyota program. Ranked No. 1 in the National Automobile Dealers Association's attitude study, SET is the largest franchised distributor of Toyota cars, trucks and vans in the world. SET supplies new vehicles, parts and accessories to more than 170 outstanding independent Toyota dealers in the five southeastern states of Alabama, Florida, Georgia and North and South Carolina. Although the southeastern states are home to more than 15% of the nation's population, SET dealers sell approximately 20% or one in every five Toyotas sold in the entire country.

SET Vehicle Processing, with facilities in Jacksonville, Fla., and Commerce, Ga., installs accessories on vehicles and prepares them for shipment to dealers. SET Parts Supply and Distribution in Jacksonville ships more than \$2.1 million in parts per day to SET dealerships. Located inside a facility the size of eight football fields, SET Parts Supply and Distribution has the best supply record of all Toyota regions or distributors.

In July 2000, SET founded Southeast Transportation Systems, Inc. (STS). An automotive transportation company, STS transports Toyotas processed in Jacksonville and Commerce to dealers throughout the Southeast.

The Toyota tradition continues with the growth of Lexus, a luxury car born from a discussion between Dr. S. Toyoda and Jim in 1984. JM Lexus ([www.jmlexus.com](http://www.jmlexus.com)), which was established in 1989 in Margate, Fla., quickly became the number one Lexus dealership in the United States. JM Lexus is now the number one Lexus dealership in the world generating the highest sales volume among more than 190 Lexus dealerships. In 2008, the dealership earned the Elite of Lexus distinction for the 12<sup>th</sup>

consecutive year. Also in 2007, the JM Lexus Certified Pre-Owned Superstore opened in Coconut Creek, Fla.

Also in 2007, SET opened the Southeast Toyota Accessory Center in Norcross, Ga. to offer local Toyota dealers greater flexibility in satisfying customer personalization requests closer to the point of sale. SET also opened a Technical Training Center at its Westlake Vehicle Processing facility in Jacksonville, Fla., one of the largest automotive training and technical support facilities in the nation. In 2008, Southeast Transportation Systems opened a new maintenance facility at Westlake to accommodate STS's growth and fleet maintenance requirements.

During its 41-year history, JM Family has evolved into a successful diversified automotive company with \$10.1 billion in revenue. Headquartered in Deerfield Beach, Fla., JM Family has approximately 4,000 associates throughout the U.S. and Canada, in 12 major locations. In January 2009, the company was ranked No. 33 by a survey in FORTUNE® magazine as one of the 100 Best Companies to Work For in America, its 11<sup>th</sup> consecutive year. JM Family is also ranked by *Forbes* magazine as the 23rd largest privately held company in the U.S. In 2008, *Computerworld* magazine ranked JM Family No. 7 on its annual list of "100 Best Places to Work in IT."

JM Family has experienced phenomenal growth and continues to be a leader in the automotive industry as a professionally-managed, privately-held, family-owned company guided by the culture, business and philanthropic legacy of its visionary founder, Jim Moran.

### **Jim Moran Professional & Community Accomplishments**

Inspiring others to work hard and do their best, Jim was always quick to assist with both a financial and personal commitment for community projects, especially those involving children and families. In an effort to involve others, he often challenged organizations to raise money and then committed to give an amount to match what was raised, in effect doubling the total gift. With the intention of helping charitable organizations plan for the future and set aside funds to keep programs operating, Jim frequently established endowment funds at the Community Foundation of Broward, creating a strategic plan for years to come. His personal philosophy of giving back to the communities where he lived and worked, a tradition since his Chicago days, paved the way for a lifetime of personal and corporate charitable endeavors.

Jim was most proud of the Youth Automotive Training Center (YATC) ([www.yatc.org](http://www.yatc.org)) in Deerfield Beach that he founded in 1984. This program provides mechanical training, academic education and life skills management to South Florida's at-risk youth. For the YATC students, the school offers a much-needed second chance for a successful, happy life. In addition to the instruction and personal assistance students receive while attending the school, YATC provides scholarships and ongoing support to its graduates to help them find jobs and continue achieving their goals. Once accepting 10 students per class, the school now offers slots to 30 disadvantaged young people working to change their lives for the better. With a graduate success rate of more than 90%, YATC's unique formula is proven, and the school has served as a model for replication for similar programs across the nation, including the Toyota Motor Sales Los Angeles Urban League Automotive Training Center. In December 2001, YATC celebrated the grand opening of its new school in Deerfield Beach. In

December 2004, YATC successfully completed the Kresge Challenge through the Community Foundation of Broward and exceeded its \$1 million endowment fund goal, receiving an additional \$333,333 in matching funds from The Kresge Foundation. In February 2005, the school completed its \$5 million Capital Campaign, spearheaded by Jim, which raised building, scholarship and endowment funds, ensuring the school's lifetime commitment to all future students and graduates.

After many years of private and anonymous donations, in 1988, one of the first public announcements of Jim Moran's charitable giving in South Florida was made. Following his personal experience with open heart surgery, Jim presented a \$1 million gift to Holy Cross Hospital. In November 2000, Jim and his wife, Jan, announced a \$6 million challenge gift to Holy Cross Hospital, the largest single gift the hospital has ever received from a living donor. The Morans' significant donation funded the new five-story Jim Moran Heart & Vascular Center, a facility that quickly became a preeminent provider of education, prevention, early detection and treatment of cardiac and vascular diseases. Most recently, in May 2006, JM Family and Jim and Jan Moran announced a \$26 million challenge to assist Holy Cross Hospital in the development of the Jim Moran Heart and Vascular Research Institute. Recognizing the opportunity to bring lifesaving treatments to our community, the Morans pledged \$10 million contingent on community contributions to the Institute. Groundbreaking research at the Institute will include investigative trials leading to significant advances in cardiac regeneration, interventional cardiology, lifesaving heart and vascular treatment modalities and advanced cardiac imaging.

Jim and Jan's strong belief in the power of endowments led them to many remarkable community challenges. They established the Jim Moran Children's Fund through the Community Foundation of Broward, as a part of a \$1 million challenge to the community, and in 1995, they issued a \$500,000 challenge with the United Way of Broward County, creating the organization's first endowment at the Community Foundation of Broward. Jim and Jan demonstrated their continued commitment to the United Way again in 2000 when they issued a second \$500,000 United Way Challenge, a gift the United Way recognized by honoring Jim and Jan with membership in its national Million Dollar Roundtable group of donors. In 2003, Jim and Jan introduced the \$1 million Jim and Jan Moran Community Solutions Challenge: New Dollars through New Business. The two-year challenge match increased first-time business participation in United Way of Broward County's Annual Campaign and increased fund-raising contributions to the United Way of Broward County's Community Solutions Fund. The challenge also helped raise awareness of the programs that are meeting the most critical needs in the South Florida community.

As a testament to Jim's confidence in the mission of the Urban League of Broward County, he initiated another challenge with a pledge of \$500,000 in matching funds to raise a total of \$1 million for the Urban League's Capital Campaign to construct a new facility, build its endowment fund at the Community Foundation of Broward, and expand programming in the South Florida area. Jim and Jan's commitment to human relations and equality for all was underscored by an \$80,000 community challenge given through the National Conference for Community and Justice in honor of Jim's 80th birthday in 1998. This challenge created a permanent endowment for NCCJ at the Community Foundation of Broward – the first endowment of its kind for any NCCJ chapter in the nation. A year later, when accepting an award recognizing the completion of the \$80,000 challenge, they took their commitment one step further by pledging an additional \$50,000 in matching funds to the endowment fund for NCCJ in 2000 upon completion of another ambitious community fund-raising challenge.

In 2001, Jim and Jan offered a significant challenge to Nova Southeastern University (NSU) to enable the University to grow and expand the family center outreach services provided to parents and child care workers throughout Broward County. By matching \$3 million in new or increased donations, the Morans and JM Family have helped to ensure the University's innovative programs – such as those teaching parenting skills and school preparedness for young children – are accessible to everyone in Broward County, including those who live in underserved neighborhoods. In addition, this gift created a strong endowment at the Community Foundation of Broward to allow these critical outreach programs to continue for many years to come and completed funding for the new facility at NSU, the Jim & Jan Moran Family Center Village.

With a desire to foster the dreams of many who want to own their own successful businesses, Jim and Jan initiated a grant in 1995 to create the Jim Moran Institute for Global Entrepreneurship (JMI) at Florida State University (FSU), enabling the College of Business to provide valuable professional services to small business owners free of charge. In February 1997, Jim was awarded an Honorary Doctorate of Humane Letters from FSU, becoming the 93rd individual to receive this honor since the school was founded in 1857. JMI expanded to the University of North Florida in Jacksonville through collaboration with JM Family, FSU and the Morans, creating the Jim Moran Business Technology Classroom. With this outreach, the Morans' goal for JMI to encourage entrepreneurs through practical assistance, education, research and public recognition spread to Jacksonville. In 2005, JMI received the Nonprofit Organization of the Year Award from the Greater Tallahassee Chamber of Commerce and celebrated a decade of providing guidance to small businesses in Tallahassee.

Another significant project for Jim & Jan and JM Family was the Boys & Girls Clubs of Broward County's Capital Campaign, for which Jim and Jan served as General Chairpersons for more than four years. This effort, the most successful Capital Campaign for any Boys & Girls Clubs in the country, raised \$21.8 million. The Capital Campaign funds were used to upgrade the nine existing units and build three new Clubs, including the Jim & Jan Moran unit in Deerfield Beach. The successful fund-raising undertaking also enabled all clubs to open their doors on Saturdays and expand educational programming offered at each location to better serve thousands of young people in the Broward County area. In November 2001, Jim and Jan were recognized by the Boys & Girls Clubs of America, who presented them with the National Award of Merit.

Jim and Jan Moran spearheaded the renovation and expansion of Collier City Learning Library in Pompano Beach, a project that developed after being introduced to the library through the Toyota Families for Learning Center in 1991. After learning about Collier City and attending the dedication of the Toyota Families for Learning Center, they were impressed and moved by the extraordinary dedication of the library's staff and their commitment to developing true family literacy. The expanded facility now houses a computer lab, distance learning opportunities, space for children, youth and adult programs and meeting rooms to offer residents a place to study, learn and grow. Through community partnerships with Nova Southeastern University and Holy Cross Hospital, the library also offers vital community services to its residents. The expansion/renovation project was completed in 2003 and is now named the Jan Moran Collier City Learning Library, a decision made by the Broward County Board of Commissioners in recognition of Jan's commitment to the Collier City neighborhood.

In 2000, Jim ensured that his personal commitment to the community would endure beyond his lifetime. With a mission to improve the quality of life for the youth and families of Florida through the support of innovative programs and opportunities that meet the ever-changing needs of the community,

The Jim Moran Foundation ([www.jimmoranfoundation.org](http://www.jimmoranfoundation.org)) will continue its Founder's philosophy of giving back in perpetuity. Significant funding for The Foundation is provided through a cooperative giving commitment with JM Family and its subsidiaries, a tribute to the philanthropic philosophy Jim instilled in the company.

Jim earned many awards and recognitions throughout his lifetime, including a 1987 honorary doctorate from Northwood University, an institution he supported for many years and the home of a scholarship named for him in 1981 that provides financial assistance to deserving Northwood University students with an interest in pursuing careers in the automotive industry. His business achievements were also recognized by Nova Southeastern University's Business Entrepreneur Hall of Fame and Florida Atlantic University's School of Business Hall of Fame, both in 1995.

In 1996 Jim Moran received the prestigious Horatio Alger Award, an honor given to distinguished Americans who have risen from humble beginnings, overcome incredible obstacles and achieved success through hard work and determination. In 1997, Jim was elected to the Board of Directors of the Horatio Alger Association of Distinguished Americans and actively worked with the organization to help young people who struggled to overcome adversity to continue their education. Each year the Association helps high school seniors look forward to bright futures by awarding college scholarships. In 1998, Jim established the Jim Moran Scholarship Fund through Horatio Alger with a \$1 million donation to provide financial support to deserving young people who are pursuing their college educations. Always an inspiration to those around him, Jim was featured in Horatio Alger's 2000 segment of "Against the Odds" with acclaimed actor James Earl Jones and poet laureate Maya Angelou in a nationally broadcast television program chronicling the amazing stories of Americans who embody the values of self motivation and unwavering purpose – even in the face of adversity.

Jim was honored with the distinguished Sun-Sentinel Excalibur Award in 1996 for outstanding business leadership in South Florida. In 1996, Jim and Jan were named the National Society of Fund Raising Executives, Greater Fort Lauderdale/Broward Chapter 1996 Outstanding Philanthropists of the Year for their combined giving and personal involvement. The couple received "Un Milion de Gracias" Award for community service from Hispanic Unity of Florida in 1997. Northwood University again honored Jim in 1997 with the school's Outstanding Business Leader Award. In 1997, the Jim and Jan Moran Theatre in the Times-Union Performing Arts Center in Jacksonville opened in honor of their generous gift to the Jacksonville Symphony Orchestra. Florida Memorial University selected Jim and Jan to receive their First Annual Community Leadership Award in 2001. After a lifetime of remarkable success and professional recognition in the automotive industry, a 1991 national survey of automotive dealers conducted by Auto Age magazine reported that his peers named Jim Moran the most admired car dealer in the United States. In January 2003, the International Automotive Remarketers Alliance (IARA) recognized him as the recipient of its inaugural Circle of Excellence Award. The award recognizes an industry leader who has made outstanding contributions to the remarketing industry. Following Jim's passing in 2007, the Fort Lauderdale/Broward County chapter of the Association of Fundraising Professionals honored Jim and Jan Moran with the Lifetime Achievement Award to recognize their significant impact in philanthropy. This marked only the sixth time in 20 years the award had been given. Community Foundation of Broward CEO Linda Carter said it best, "When you see a couple being honored together for their philanthropy, you know it is part of the fabric of who they are as a couple." In addition, the Jacksonville Urban League honored Jim in October 2007 with the Whitney M. Young, Jr. National Leadership Award in recognition of his extraordinary leadership, vision and commitment to equal opportunity. On January 14, 2009, The

Oscar Thomas Foundation recognized Jim Moran's legacy with a *Keepers of the Dream Award* in celebration of Dr. Martin Luther King's birthday. The Award recognizes individuals who unselfishly give of themselves so that others may achieve and, like Dr. King, demonstrate that everyone is created equal.

In October 2005, Jim Moran was inducted into the Automotive Hall of Fame, achieving the highest place of honor in the international motor vehicle industry joining a group of only 216 automotive pioneers and world leaders, including Eiji Toyoda, Dr. Shoichiro Toyoda, Mario Andretti, Henry Ford and Thomas Edison. During the ceremony, Jim said, "I share this recognition with all the people I work with and those who over the course of 66 years helped me to achieve such success." To celebrate his induction, JM Family and its associates established the Jim Moran Scholarship Fund at the Automotive Hall of Fame. The fund will provide financial support to students majoring in automotive marketing at Northwood University, with preferential consideration for those with a financial need. Induction into the Automotive Hall of Fame is reserved for those who have significantly influenced the automotive industry through exceptional creativity, innovation and genius.

In recognition of his influence on the yachting industry, Jim received the inaugural Flagship Award presented by *ShowBoats International* on June 22 at the 2006 Monaco Rendezvous. The Award recognizes yacht owners who have remarkably contributed to yachting design, spearheaded the development of quality yachts, demonstrated good stewardship of the oceans and global citizenship, and exemplified high regard for the yachting and crew profession. In cooperation with the Yacht Club of Monaco, Hublot also presented Jim with the Yachting Heritage Award for his innovation in yachting design and technology with a commitment to ocean preservation. Mr. Moran was posthumously honored in April 2008 with The Superyacht Legacy Award recognizing his many contributions to yacht design, ocean conservation, enthusiasm for boating, and his lifetime of philanthropy. This was the first time World Superyacht has recognized an individual with a Legacy Award, which Jan accepted on behalf of her husband in Venice, Italy, at their annual Awards ceremony.

Despite his overwhelming achievements, Jim Moran always gave credit for his success to being in the right place at the right time, to the great Toyota products and to "the great people I work with." Raised by his beloved mother to work hard and be honest, Jim built an automotive empire with a heart of gold. From his mother, Jim also learned that the most important thing in life is to "honor your word," a belief he carried throughout his lifetime and a belief he instilled in his company that continues to this day.

