



# VIEW*S* & VISIONS

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## Driving West Virginia Forward

Meghan Moses, General Sales Manager  
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Moses Auto Group



Suzanne Moses Persinger is the general manager at Moses Toyota Lexus in St. Albans, West Virginia. She earned a bachelor's degree in business administration from Ohio State University and a law degree from the University of Virginia School of Law.

She serves on the boards of the Charleston Civic Center and Capitol Market.

Meghan Moses is the general sales manager of Moses BMW, Ford/Lincoln, Fiat/Alfa Romeo in St. Albans, West Virginia. She earned a degree in English and history from the University of Virginia and a law degree from Washington and Lee University School of Law.

Moses graduated from BMW's 18-month Sales Manager Advanced Retail Training program in January 2016. She serves on the boards for Daymark and the Craik-Patton House.

In 1947, our grandfather, Jackson F. Moses Sr., opened the first Moses dealership in Welch, West Virginia. Since then, Moses Auto Group has grown to close to 500 team members at six different locations. Although we both grew up working in various departments of the dealerships, neither of us chose the family business as a career immediately after college. We both obtained law degrees and practiced law before realizing what a dynamic and interesting career path the automotive business can offer. Eventually, we both made our way back to West Virginia and our family business, and we are so glad we did.

Despite the economic challenges West Virginia has faced recently, we chose to make a considerable investment last year in this state. In March 2016, we acquired C&O Motors in St. Albans, which nearly doubled our size. As part of the Moses leadership team, we are excited for our future prospects, but also humbled at our responsibility to our team members, customers, community and state. We believe this will prove to be a strong investment because we believe in this community and the future of West Virginia.

Now, as the largest automotive dealer group in the state, we have a unique opportunity to leverage our resources to provide West Virginians with unprecedented choice in terms of price and selection, as well as a superior customer experience. Over the past few years, we have remodeled many of our facilities; developed our teams to deliver outstanding customer service; and leveraged new technology to streamline the sales and service process to make it faster and more efficient than it has ever been. Some clients have even told us that we showed them that buying a car could be fun. Now that's what we call progress!

To help us provide superior customer experience, we, as the younger generation in our business, have been instrumental in incorporating cutting-edge technology in our day-to-day operations – not just with the products we sell, but also in how we connect with our customers. Innovations as simple as a texting feature in our service drive allow us to give updates to customers on the progress of their car as it is being worked on. Digital improvements to our websites make shopping our inventory online as convenient and transparent as ever. A lot of the traditional “car-buying” process is actually happening *before* customers even set foot in one of our showrooms or service



*The Moses BMW Center located in St. Albans, West Virginia*



*The Moses Auto Group boasts six locations including Ford/Lincoln, Moses BMW (top two images) and Fiat/Alfa Romeo/Moses Toyota Lexus (bottom image)*

departments. We feel it is our job to remain current on all of these advancements in technology and to make sure we are offering our customers a variety of ways to do business with us so they can choose what works best for them.

In addition to providing a great experience for our customers, we also strive to ensure our team members have a fulfilling and rewarding experience. We cannot provide a great customer experience without outstanding employees who are willing to go the extra mile for our customers. As such, we need to be able to recruit the best and brightest in West Virginia. It's no secret that the automotive business suffers from several negative stigmas, but we consider ourselves ambassadors for the automotive industry in our communities, and we are working hard to inform talented people about the outstanding careers offered in our industry. We know the future of our business depends on recruiting high-quality team members.

Finally, as next-generation leaders in West Virginia, we feel that being involved in our communities, both personally and through our business, is of the utmost importance. We feel so fortunate to have been successful over the years, and we owe that success directly to the people of West Virginia. We feel it is our responsibility to be involved in community organizations and charities that are making West Virginia a better place to live and work. We are also extremely grateful for all the hard work and time our parents' generation has donated to these organizations, and it is now our turn to start stepping up and carrying that torch forward.

In summary, just as our fathers and grandfather have taught us, people are what is most important in the continuing success of our business. This guiding principle is at the root of all of our decisions as we strive to continue to provide the best experience possible for all of our customers and team members. We are excited about the future of both the automotive industry and our state, and we are ready to move forward and see what the future holds for all of us. ▽