

Automotive News 40 40 UNDER

"Our 12th 40 Under 40 class recognizes a group of talented leaders who are stars in automotive retail. This year's honorees have led initiatives aimed at trimming expenses and employee turnover, boosting new- and used-vehicle sales and expanding service and parts operations. They have adopted digital retail technology and aided growth through dealership buy-sell transactions. We congratulate these young leaders and hope you enjoy reading about their accomplishments in the automotive retail industry."
— Automotive News



Tineke Greyling, 34

Business Accounting Manager
All American Chevrolet of Killeen and Meador CDJR

What Automotive News said
Tineke Greyling is a problem solver.

Greyling's family emigrated from the Netherlands to central Texas, where she grew up on her family's dairy farm, a formative experience.

"I really enjoy solving problems and trying to dig into the whys of it," Greyling said. "It's something growing up on the dairy farm, I remember the employees always told my dad, 'She will always figure out what's wrong.' "

Greyling continues to solve problems today as business accounting manager for two Lithia Motors Inc. dealerships in Texas, All American Chevrolet of Killeen and Meador Chrysler-Dodge-Jeep-Ram in Fort Worth.

Greyling entered automotive retail as a receptionist at a Ford dealership in McGregor, Texas. She needed a job as she finished up her bachelor's degree in business management with an emphasis in accounting.

She realized she enjoyed using accounting in a dealership because "it's not just numbers. It's using your brain; it's being able to problem solve. "

Greyling found her way to Lithia in 2015 when she became a business accounting manager for two dealerships in Odessa, Texas. While at those two stores, Greyling created a spreadsheet to track chargebacks stemming from the dealerships not setting up bank fees or payoffs correctly.

She was able to not only identify trends but also found instances in which employees could benefit from training to avoid running into the same issue.

Greyling brought the process to the Killeen dealership. From 2021 to 2022, the process saved nearly $200,000, she said.

Greyling said she also enjoys developing people and seeing them advance. Her assistant, Greyling said, had no dealership experience when she hired her three years ago. She's slated to become a business accounting manager at Meador Chrysler-Dodge-Jeep-Ram, a store Lithia bought in November.

"She will be my second business manager I've been able to place," Greyling said.

— *Jack Walsworth*



Michael Tornatore, 39

General Manager
BMW of Ramsey and Mini of Ramsey

What Automotive News said
The way Michael Tornatore sees it, working at a New York dealership in various roles during summers in high school and college was his auto retail internship.

"I liked the sales aspect, and what's better than selling something you can actually tangibly touch, feel, smell and get a reaction from rather than what I was formerly doing," Tornatore said.

Tornatore was a high-performing salesman for two-and-a half years before being promoted into a hybrid role as sales and finance manager at the group's Mini dealership, also in Ramsey. He became general sales manager of the Mini store and then later took the same role at the BMW store.

In 2018, Lithia Motors Inc. bought six dealerships from Prestige Family of Fine Cars. Under Lithia's ownership, Tornatore became general manager of the Mini dealership and two years later added the same title for the BMW dealership.

At the BMW store, Tornatore hired key positions for both sales and service. Over two years, the number of technicians doubled, which helped boost the store's service volume and revenue.

"Having the right people in the right spot generates positive vibes within the store," he said.

In 2020, the BMW store sold a little more than 1,000 used vehicles. Last year, that number grew to nearly 1,900, he said. The Mini dealership's used-vehicle volume also rose.

"If you're committed to the used-car game, it certainly helps overall profitability," Tornatore said.

Tornatore said he has twice won the prestigious Lithia Partners Group award, which is given to the top 10 percent of company general managers.

Tornatore played baseball at Iona College in New York and said the impact of his athletic career continues.

"All the things that I've learned and developed through sports has certainly shaped my success and just driving myself to be the best," Tornatore said.

— *Jack Walsworth*

Lithia & Driveway is proud of your work toward *Growth Powered by People*!