

Case Study for Fred Beans Automotive Group

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Ann Huuki, center, blue shirt, learns that she won the AutoRewards 10,000,000 point redemption contest through Fred Beans Family of Dealerships.

A prize from Fred Beans Family of Dealerships was delivered at just the right time to Central Bucks East ceramics teacher Ann Huuki, who has three children in college and is in the midst of wedding planning with her daughter Louise. The Fred Beans team surprised Huuki during a school meeting with news that the company would cover her car payments for a year.



Huuki, of Plumsteadville, Pa., is the grand-prize winner of a recent promotion run by the Fred Beans Family of Dealerships to celebrate the redemption of \$10,000,000 in points in the company's AutoRewards Program. Huuki was randomly selected for the prize valued at \$4,800.

AutoRewards is the Fred Beans Family of Dealerships' exclusive vehicle earnings program designed to thank loyal customers. Members earn 15 percent in AutoRewards points on purchases with the swipe of their AutoRewards keytag. Each point equals one dollar. AutoRewards members may redeem up to \$2,000 in points per vehicle purchase or \$250 towards their collision center deductible. AutoRewards members also enjoy discounts from more than 200 area merchants and special perks such as exclusive events with the extended Fred Beans Family.

Our AutoRewards Program is our way of thanking customers for trusting us with their business, and a promotion like this allows us to both celebrate and give back to our most loyal customers," said Beth Beans Gilbert, vice president of Fred Beans Automotive Group. "Ann Huuki and her family are repeat Beans customers, and we could not be more appreciative of their loyalty and excited to present them with this grand prize."

Huuki said she was "overwhelmed and totally surprised" to learn that she had won the prize. Her coworkers, who helped celebrate the win alongside her, said that she was "totally deserving" because "good things should happen to good people."



Central Bucks East ceramics teacher Ann Huuki, left, is surprised by Beth Beans Gilbert, center, and Virginia Krause, right, both from Fred Beans Family of Dealerships.

Huuki has taught in the art department at Central Bucks East since 1991. This year, with funding for new raised beds and containers from the CB Cares Educational Foundation, she is starting a gardening club – Green Thumbs - with students.

Huuki and her husband, Loren, have three children: Erik, who attends Penn State; Louise, who attends Temple University; and Elizabeth, who is in her last year at West Point.

About Fred Beans Automotive Group

Fred Beans Automotive Group encompasses 32 rooftops, 20 dealerships, 18 brands, six Fred Beans collision centers (franchised CARSTAR), two AutoExpress locations, a parts warehouse, two Carquest locations, four Autorents rental locations, and commercial truck sales. The



company established the Fred Beans Charitable Trust in 2000 to give back to the community, prioritizing among organizations whose focus spans youth and education, human services, arts and culture, and community development. In 2019, Fred Beans Automotive Group was placed on the Philadelphia Business Journal's Best Places to Work list and recognized among the Philadelphia Inquirer's Family Owned Business Award winners. Learn more at <https://www.fredbeans.com/>.