



## **Bob Zamora – Lifetime Achievement Award**

**President, Auto Town, Inc. or Zamora Automotive**

Santos Roberto (Bob) Zamora was born in a small mining town in the hills of Arizona about 60 miles from Phoenix. His family settled in New Mexico in the early 1800s and migrated westward over generations. By the mid-1950s his parents landed in Southern California where Bob grew up. His father and mother raised him with strong discipline and even stronger family values. His father's time in the Military instilled in Bob a sense of duty and determination, as well as an aspiration to achieve excellence both personally and professionally.

During the Vietnam Era, Bob was drafted into the Army and served his country stateside as a Personnel Management Specialist. After the military at the age of 21, Bob began his first business as the owner of a small tavern in the City of Industry near Los Angeles. As owner and operator of the "Buckhorn", Bob learned many valuable lessons about how to successfully run a business at a very young age.

Bob married Christina the love of his life in 1972. Christina encouraged Bob to start a new career as an Automobile Salesperson, which she preferred to the bar business.

In 1973, Bob began his career in the Automobile Business as a salesman at a Ford Dealership in Southern California. Through much hard work and determination, Bob was quickly promoted and eventually rewarded with the opportunity to open a small Honda Dealership in Lodi, California. In 1981, Bob moved his family to the Central Valley of Northern California, where Bob accelerated his desire for continued professional growth.

Overseeing construction of the dealership from the ground up, he learned much about the entire process of start-up dealership operations. This has payed dividends through the years in all of Bob's new builds and acquisitions. In 1983, Bob acquired his second dealership, the Toyota dealership in Stockton, CA. Through the years, Bob continued to grow his group in the Central Valley of California and eventually became the largest dealer group in the Central Valley represented many brands, both, Import and domestic.

In 2005, Zamora Automotive expanded their footprint in building their first dealership in Arizona. They now have six dealerships in the state. In 2015, the group build their first dealership in Texas, a Toyota dealership in the south Texas town of Brownsville. They are currently under construction with their third dealership in Texas opening late 2020. The group is also expanding with their second dealership in Southern California. Lake Elsinore Honda is soon to open April 2020.

Hard work has always been part of Bob's DNA and has served him well in developing an organization of dealerships that has operations in CA, AZ and TX. He has operated many dealerships of many brands both import and domestic and currently has more than 20 rooftops representing Honda, Toyota, Acura, CJDR, Kia, Nissan and Volkswagen.

His experience spans over 40 years and he has developed a reputation with manufactures as someone who invariably delivers what he promises. His steadfast commitment and dedication to excellence continues to drive the organization. Bob believes strongly that the success of his group is a direct result of the efforts of its team members. Bob employs over 2,500 employees many of which for over thirty years. Bob has believed in steady growth throughout the years to provide further opportunities for his diverse group of employees and for those to come.

Bob believe: "A strong work ethic and commitment to any endeavor, belief in yourself is key to success in life."

"Work more than what you are paid for and you will eventually be paid more than you work"

"Always continue to create/add value."

Bob extends support to various charities in the communities where his dealerships can make an impact. Some of the many outreach efforts have been Lodi Women's shelter, Salvation Army, The Boys and Girls Club, Stockton Food Bank, Children reading programs, NIE: A Newspaper Awareness Reading program for underprivileged children Stockton CA. Other support extends to Sunrise Acres, a home for parentless Children, Toys for Tots, and he brought a health fair to provide exams, services and health education to the people of South Texas.

Deanna, Christopher and Susan are Bob and Christina's three Children and are key members and partners of Zamora Automotive. They play a major role in the continued growth of the group. In his free time, Bob enjoys the company of his family, especially his three grandchildren; Bobby, Bella and Alex Zamora. His interests range from playing blues guitar, fishing, playing golf and spending time with his many friends.