



Frank Beniche – Lifetime Achievement Award

Assistant Vice President of Public Companies within the American Honda Motors Auto Sales Market Department

Frank Beniche is the Assistant Vice President of Public Companies within the American Honda Motors (AHM) Auto Sales Market Department. Frank joined AHM December 1994. Prior to his current position with AHM he was the Dealer Placement Manager and Assistant vice President for Market Representation.

Previous to AHM, Frank's employment included Manager for National Market Representation with Mazda Motors of America, Inc. With American Motors, Inc.

Frank several positions during his tenure from 1975-1987. Positions included National Sales Manager (AM Canada), Zone Market Representation Manager, Zone Distribution Manager, Zone Sales Promotion Manager, Jeep Launch Manager, City Manager, District Sales Manager, Zone Distribution Trainee, Zone Business Management Trainee and lastly Recreation Leader for the Beverly Hills Recreation Department.

Frank earned a Bachelor Degree in Political Science from Loyola University of Los Angeles and Masters in Business Administration from Loyola Marymount University

Some of Frank's accomplishments include:

- American Honda Dealer Investment Program
- Ethnic Minority Attachment to Dealer Sales & Service Agreement for Open Points
- Implement the "Rooney Rule" for Open Points
- Instrumental in developing the Honda and Acura facility image programs and brand signs
- And many more