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Jimmy Cavender to be inducted into TADA Hall of Legends

SAN ANTONIO, TX (April 28, 2014) – James “Jimmy” Cavender of San Antonio will be inducted into the Texas Automobile Dealers Association (TADA) Hall of Legends today at the TADA Board Meeting and Conference.

The TADA Legend Award recognizes the best of the best in the Texas retail automotive industry. It is given to the franchised dealer who has gone above and beyond in business as well as service to the community; it honors the franchised dealer who has sought the greater good for the industry and has served to benefit mankind.

Jimmy Cavender and his family support several charities in the San Antonio area, ranging from the arts to medical research institutions to organizations that empower children – the long list of beneficiaries highlights the Cavender family’s exceptional commitment to the community.

“Jimmy is a remarkable man whose selfless devotion to his customers, employees and to central Texas has made the world a better place for us all. The impressive body of work accomplished throughout his life has earned him the title of Legend,” says Bill Wolters, TADA President.

Rick Cavender, son of Jimmy Cavender and current TADA Chairman, congratulates his father on this recognition.

“I’m so proud of my dad. He’s a great man with great accomplishments who has set the bar high for everyone in this industry. He has done wonderful things for the community and benefitted the lives of many.”

Of the thousands of dealers who have served Texas since TADA was founded, Jimmy is only the 14th dealer to be named a TADA Legend. He joins other TADA Legends from San Antonio including Ernesto Ancira, Jr., C.C. “Pop” Gunn, and Red McCombs.

Joe Straus, Speaker of the Texas House of Representatives, will be in attendance for the award presentation and will serve as the keynote speaker at the TADA Conference. Congressman Lamar Smith is also expected to be at the luncheon presentation.



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The TADA Board Meeting and Conference is taking place at the J.W. Marriot Hotel in San Antonio, Texas.

TADA represents 1,200 franchised automobile dealerships in nearly 300 cities and towns throughout the State of Texas. TADA's dealer members are committed to creating jobs, providing quality service and giving back to their communities. As the voice of the industry in public policy and regulatory issues, the association advocates for a fair and competitive marketplace to better serve consumers in Texas. Additionally, TADA is a resource for its members, providing access to business best practices and training programs.

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