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TIME Dealer of the Year
Peter Cuderman
Florida Automobile Dealers Association

TIME AND ALLY FINANCIAL HONOR SUNRISE DEALER

**Teddy Morse Wins National Recognition for Community Service and
Industry Accomplishments**

(New York, NY, October 14, 2026) – The nomination of Teddy Morse, chairman and CEO of Ed Morse Sawgrass Auto Mall in Sunrise, Florida, for the 2027 TIME Dealer of the Year award was announced today by TIME.

Morse is one of a select group of 48 dealer nominees from across the country who will be honored at the 110th annual National Automobile Dealers Association (NADA) Show in Orlando, Florida, on February 19, 2027.

The TIME Dealer of the Year award is one of the automobile industry's most prestigious and highly coveted honors. The award recognizes the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service. Morse was chosen to represent the Florida Automobile Dealers Association in the national competition – one of only 48 auto dealers nominated for the 58th annual award from more than 20,000 nationwide.

“This nomination is an incredible honor, and I am grateful to represent our employees, customers, family and Florida's automotive community,” Morse said. “The Ed Morse Automotive Group's legacy has been built by generations of people who believe in working hard, treating others with respect and supporting the communities that support us.”

Morse attended Northwood University, where he majored in automotive management. His education in the industry began much earlier, however, when his father, Ted Morse, put him to work as a service porter at a Mazda dealership in Coconut Creek, Florida, at age 15, and at age 16 his responsibilities included washing customer vehicles, sweeping service bays, moving equipment and delivering parts.

“My father believed that leadership had to be earned through experience,” Morse said. “Starting as a such a young age taught me that no position is beneath a leader and that every employee contributes to the customer experience. Those early lessons continue to shape the way I lead today.”

Morse subsequently spent more than four years selling vehicles and rotated through nearly every area of dealership operations. He gained experience in sales and finance before becoming general manager of Ed Morse Bayview Cadillac in Fort Lauderdale in 2008.

Under Morse’s four-year leadership, the dealership restructured its teams, increased customer satisfaction scores and earned Cadillac Dealer of the Year honors twice.

“Leading Bayview Cadillac gave me an opportunity to put everything I had learned into practice,” Morse said. “Improving customer satisfaction required us to build the right team, establish clear expectations and create a culture in which employees understood that their work mattered.”

Morse later moved into the company’s corporate operations, where he developed expertise in advertising and marketing before becoming executive vice president. He was appointed chairman and CEO of the Ed Morse Automotive Group in 2016 following his father’s death.

“When I became CEO, I understood that I was inheriting more than a company,” Morse said. “I was accepting responsibility for a family legacy, thousands of employees and the communities that had trusted the Ed Morse name for generations.”

As the third-generation leader of the company, Morse combines the ambition of his grandfather, Ed Morse, with the employee-focused leadership philosophy of his father.

His grandfather was a U.S. Army Air Corps B-25 navigator during World War II who received the Distinguished Flying Cross after helping bring his aircraft to safety when its pilot was injured and co-pilot was killed.

“The courage, discipline and service demonstrated by my grandfather have always inspired our family,” Morse said. “His example is one reason supporting active-duty service members, veterans and military families’ remains such an important part of our organization’s mission.” Morse is open about another experience that shaped his leadership: his recovery from alcohol

addiction as a young man. His father, who had confronted the same illness, recognized the warning signs and intervened.

“My father’s willingness to have an honest and difficult conversation changed the course of my life,” Morse said. “Recovery taught me humility, accountability and the importance of ensuring that people have access to support when they are struggling.”

That experience informs Morse’s leadership philosophy of putting employees first, so they are equipped and motivated to care for customers.

“‘Employee first, customer second’ does not diminish the importance of the customer,” Morse said. “It recognizes that employees who feel respected, supported and empowered are the people best positioned to deliver exceptional customer service.”

Under Morse’s leadership, the Ed Morse Automotive Group has expanded into new markets and business categories, including the acquisition of Harley-Davidson dealerships and entry across the nation.

As the company celebrates its 80th anniversary, it operates 61 dealerships across nine states and employs nearly 3,000 people.

“Growth creates an opportunity to bring our values into new markets,” Morse said. “Whenever we enter a community, we listen to our local employees, learn which organizations are making an impact and determine how the Ed Morse family can contribute.”

Ed Morse Sawgrass Auto Mall, founded as Sawgrass Auto Mall in 1999, represents the Cadillac, Chevrolet, Buick and GMC brands. Morse owns 100 percent of the nominated dealership.

Several members of the Morse family remain involved in the automotive group, including Morse’s cousins Richard Danahy, executive director of fixed operations, and Brian Danahy, director of dealer operations, as well as his sister, Catherine Morse, a corporate consultant.

“Working alongside family connects our current operations to the generations that came before us,” Morse said. “Our shared responsibility is to protect the reputation built by my grandfather and father while preparing the organization for the next generation.”

Ed Morse Sawgrass Auto Mall employs 196 people and reported 20 percent staff growth from 2025 to 2026. Forty-three employees have worked at the dealership for more than a decade, including 15 with more than 20 years of service.

“Longtime employees carry the history, standards and culture of the dealership,” Morse said.

“Their experience helps us train new team members, maintain consistency and build the lasting customer relationships that define a successful dealership.”

Employee resources include quarterly health initiatives, wellness incentives and confidential support for personal, financial and mental health concerns. The company also offers telemedicine services and medical, dental and vision insurance.

The dealership participates in General Motors’ Technician Excellence and Service Lane Excellence programs, matching manufacturer funding to increase employee benefits. It also provides financial gifts and tool vouchers to graduating technicians.

“We want employees to have the resources to care for their health, support their families and advance professionally,” Morse said. “Investing in our team is both the right thing to do and one of the most effective ways to create a better experience for every customer.”

Ed Morse Sawgrass Auto Mall was recognized as one of Automotive News’ 150 Best Dealerships to Work For. The dealership has expanded and modernized its facilities to meet increased customer demand. Improvements include four additional Buick-GMC service bays, electric-vehicle chargers, specialized hoists, expanded parts counters, LED service-area lighting, new tire equipment and more than \$100,000 in landscaping and property enhancements.

The company also acquired a separate building with 10 service bays for what it says will become General Motors’ first off-site service facility awarded to a dealership. The facility will be located at a high-traffic shopping center that receives approximately 30 million visitors annually.

“Our facility investments are designed to make service faster, more convenient and more efficient,” Morse said. “Customers’ expectations are changing, and we must continue adapting our operations to meet them wherever they are.”

The dealership introduced MobileService+ to provide vehicle service at customers’ homes and offices. It also added on-site vendor stations for window tinting, paint touch-ups, wheel repairs and paintless dent repair.

Additional operational changes include establishing an equity-mining department and promoting service advisors into lane-management roles to improve customer communication and vehicle turnaround times.

“Convenience has become an essential part of the automotive ownership experience,” Morse said. “Whether customers visit the dealership, use our off-site location or request mobile service, our goal is to provide knowledgeable, efficient care and fix their vehicles correctly the first time.”

The dealership reports the highest level of technical training in General Motors' Southeast Region. It has received the Cadillac Dealer of the Year award seven times, the Buick Dealer of the Year award three times and the J.D. Power Dealer of Excellence award twice.

Additional honors include Cadillac EV Dealer of the Year, Cadillac Certified Pre-Owned Top Performer and General Motors Mark of Excellence awards for Chevrolet, Cadillac, Buick and GMC. The dealership was also ranked first among General Motors dealerships worldwide in tire sales.

"These awards reflect the skill, dedication and consistency of our employees," Morse said. "Recognition is meaningful because it confirms that our team is delivering the experience we promise to customers."

In 2025, Ed Morse Sawgrass Auto Mall sold 5,221 new vehicles and 1,394 used vehicles. Through July 2026, the dealership sold 3,088 new vehicles and 813 used vehicles.

"Strong performance gives us the resources to invest in employees, facilities and our communities," Morse said. "The numbers matter, but their greatest value is in what they allow us to build and support."

The Ed Morse Automotive Group joined NADA in 1999 and serves on the board of the Florida Automobile Dealers Association and contributes to CAR-PAC and NADAPAC. In 2024, the Florida Automobile Dealers Association inducted Ed Morse, Sr. into its Hall of Fame.

"Dealer associations give retailers a unified voice and allow us to address the issues affecting our employees, customers and industry," Morse said. "I believe dealership leaders should participate in the associations that advocate for their businesses and communities."

Morse was named an Automotive News All-Star in 2025 for his corporate leadership and the continued expansion of the automotive group. Florida Trend has repeatedly included him on its Florida 500 list of influential business leaders. In February 2026, Morse received the Automotive Dealer Lifetime Achievement Award at the 19th annual International Automotive Excellence Gala in Fort Lauderdale. The award recognizes automotive leadership and philanthropic impact.

"The most meaningful recognition reflects both business leadership and service," Morse said. "A company's legacy should be measured not only by how much it grows, but also by how many people it helps along the way."

Morse's community service is organized in part through Ed Morse Cares, the automotive group's philanthropic program. The initiative coordinates employee volunteer opportunities and supports causes focused on healthcare, youth development, veterans and other community needs.

Employees have participated in meal-packaging events with the Palm Beach County Food Bank and coastline cleanups with Clean Miami Beach. Dealership teams also support school-supply drives, holiday meal programs and clothing distributions for families served by the Boys & Girls Clubs.

At Ed Morse Sawgrass Auto Mall, employees work with the Boys & Girls Clubs of Broward County and the Sunrise Police Department to provide school supplies, shoes and clothing to local children. Team members also volunteer to provide meals during the holidays.

“Ed Morse Cares gives employees a way to come together around needs that matter in their communities,” Morse said. “Service strengthens the relationships among our employees while reminding us that our responsibilities extend far beyond the dealership.”

Morse has served on the corporate board of directors of the Boys & Girls Clubs of Broward County since 2016. “The Boys & Girls Clubs provide young people with safety, mentorship and opportunities to see a larger future for themselves,” Morse said. “Supporting that work is an investment in children, families and the long-term strength of our community.”

Morse also chairs the Ed Morse Golf Classic benefiting the Muscular Dystrophy Association. The annual tournament has become a company tradition and recently raised more than \$400,000 in a single day.

Over its history, the event has raised more than \$5 million for the Muscular Dystrophy Association, including more than \$2 million during the past five years. The organization serves people living with muscular dystrophy, ALS and more than 300 related neuromuscular diseases.

“The growth of the golf tournament demonstrates the power of sustained commitment,” Morse said. “It took 16 years to raise the first \$1 million, and now the event is generating extraordinary support for individuals and families affected by neuromuscular diseases.”

Since 2025, Morse has also led Teddy Morse’s Ride for Kids benefiting Camp Boggy Creek, which provides year-round camp experiences for children with serious illnesses and their families.

“Camp Boggy Creek gives children an opportunity to experience friendship, adventure and joy without being defined by an illness,” Morse said. “Supporting that mission allows our company, employees and partners to help create experiences these families will carry with them for years.”

The automotive group supports hundreds of additional organizations, including the Florida

Breast Cancer Foundation, Special Compass and the George Snow Scholarship Fund. The South Florida Business Journal annually recognizes Morse and the Ed Morse Automotive Group among its Power Leaders in Corporate Philanthropy.

Military and veterans' organizations are another major focus of the company's community efforts. Ed Morse Automotive Group is the title sponsor of Fort Lauderdale Fleet Week.

The company also donated a new Chevrolet Tahoe valued at approximately \$70,000 to The Grey Team, a nonprofit that provides health and wellness programs for active-duty service members and veterans experiencing traumatic brain injuries, post-traumatic stress disorder, chronic pain, isolation and other challenges.

"The vehicle gives The Grey Team greater mobility and allows it to bring important services directly to military members and veterans," Morse said. "Supporting those who have served is personal to my family and an enduring commitment throughout our organization."

Morse believes community engagement must remain a central part of the company's identity as it expands. "We do not enter a new market with a predetermined idea of what that community needs," Morse said. "We ask our local employees which organizations they trust and where support can make the greatest difference. That approach helps us become a genuine community partner."

Reflecting on his career, Morse considers the success of his employees, the continued growth of his family's company and its ability to help others among his most meaningful accomplishments.

"The greatest privilege of leadership is creating opportunities for other people," Morse said. "If our employees can build fulfilling careers, our customers can feel genuinely cared for and our communities can become stronger because we are there, then we are honoring the legacy entrusted to us."

Dealers are nominated by the executives of state and metro dealer associations around the country. A panel of faculty members from the Tauber Institute for Global Operations at the University of Michigan will select one finalist from each of the four NADA regions and one national Dealer of the Year. Three finalists will receive \$5,000 for their favorite charities and the winner will receive \$10,000 to give to charity, donated by Ally.

In its 16th year as exclusive sponsor, Ally also will recognize dealer nominees and their community efforts by contributing \$1,000 to each nominee's 501(c)3 charity of choice. Nominees will be recognized on **AllyDealerHeroes.com**, which highlights the philanthropic contributions and achievements of TIME Dealer of the Year nominees.

“The TIME Dealer of the Year program recognizes dealers who pair excellence in the automotive industry with an enduring commitment to the communities they serve,” said Jessica Sibley, CEO of TIME. “TIME is proud to partner with Ally to celebrate their achievements and spotlight the standard of leadership they set across the country.”

"Great dealerships are built by people, and the 2027 TIME Dealer of the Year nominees prove it," said Doug Timmerman, President of Dealer Financial Services, Ally Financial. "These leaders invest in the teams who help customers through one of the biggest purchases of their lives and show up for the communities they call home. We've seen it firsthand at Ally, where dealers who lead this way do it not for recognition, but because it's who they are. That's what it means to do it right, and we're proud to celebrate it."

Morse was nominated for the TIME Dealer of the Year award by Peter Cuderman, president of the Florida Automobile Dealers Association. He and his wife, Erica, have two children.

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About TIME

TIME is the 102-year-old global media brand that reaches a combined audience of over 120 million around the world through its iconic magazine and digital platforms. With unparalleled access to the world's most influential people, the trust of consumers and partners globally, and an unrivaled power to convene, TIME's mission is to tell the essential stories of the people and ideas that shape and improve the world. Today, TIME also includes the Emmy Award®-winning film and television division TIME Studios; a significantly expanded live events business built on the powerful TIME100 and Person of the Year franchises and custom experiences; TIME for Kids, which provides trusted news with a focus on news literacy for kids and valuable resources for teachers and families; the award-winning branded content studio Red Border by TIME, and more.

About Ally Financial

Ally Financial Inc. (NYSE: ALLY) includes the nation's largest all-digital bank and an industry leading auto finance business, driven by a mission to "Do It Right" for its customers and communities. Ally is a U.S. financial holding company with \$200 billion in assets and 9.6 million customers (June 30, 2026). Ally Bank, Member FDIC, offers online banking products, including high-yield savings and no hidden fee checking, and was the first major U.S. bank to eliminate overdraft fees. Ally also provides investing solutions through Ally Invest, including online brokerage, automated investing, IRAs and personal financial advice. As a leader in auto finance, Ally provides consumer and dealer financing, insurance, and vehicle remarketing services. Ally's seasoned corporate finance business provides capital to equity sponsors and middle-market companies. Visit [ally.com](https://www.ally.com).

About the NADA Show

The National Automobile Dealers Association (NADA), founded in 1917, represents more than 16,000 light-vehicle and commercial-truck dealerships with 32,500 domestic and international franchises. New-vehicle franchised dealers are directly responsible for more than one million U.S. jobs.