

Remarks by: Levi McCoy, IARA President & Ellie Johnson, NAAA President  
Thursday, March 19, 2015

**Levi McCoy:** Ty, we are so grateful to be here today sharing this time with you honoring your Dad and our friend, Ed.

We know your Dad and business partner would be proud of this moment and proud of you. And let me congratulate you, your staff and all those who have participated in the success of the CAR Conference for the last 20 years.

Ed Bobit, founder and chairman of Bobit Business Media, was known by many of us as coach. Webster's dictionary describes coach as a person who teaches and trains members of a team and makes decisions about how the team plays during the game. To us here today who want to remember forever our friend Ed or coach, the automotive business was Ed's game. He touched us all in many ways and was often described as "larger than life". As publisher of the company's flagship magazine, Automotive Fleet, Ed liked to quote luminaries like Albert Einstein in his editorials. "You can't control the wind, but you can adjust your sails." The quotes were more than teachable moments; they were times when you saw Ed's passion to push his company in the right direction.

**Ellie Johnson:** At 86, Ed still went to the office every day. He wrote his last editorial for the April 2014 issue of Automotive Fleet magazine and included a quote from Oliver Wendell Holmes, “Sin has many tools, but a lie is the handle which fits them all well. The quote, in context, was how he described the importance of being straight with people.” He treated you as a friend from the first time you shook his hand and he looked you in the eye. Genuine, hardworking, caring and sometimes loud with laughter, Ed was there to listen first and then express all the reason why you are good at what you do. He made you a believer in yourself, a gift that if you knew Ed, you were privileged to receive from him.

Ty, on behalf of the IARA and the NAAA, it gives us great pleasure to honor Ed with this award. Ed’s vision for all of us in this room was to be the best at whatever we do every day.

Therefore, it is only fitting that the Ed Bobit, Icon of the Automotive Industry award read: Icons of the automotive industry are legendary leaders who shape the industry and move it forward. Congratulations!