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TIME Dealer of the Year
Scott Webb
New Car Dealers Association of San Diego County

TIME AND ALLY FINANCIAL HONOR ESCONDIDO DEALER

Jasen Powell Wins National Recognition for Community Service

and Industry Accomplishments

(San Diego, CA, October 19, 2026) – The New Car Dealers Association® San Diego County (NCDA) and TIME are pleased to announce San Diego County's nomination of Jasen Powell, president and dealer principal of Jack Powell Chrysler Dodge Jeep Ram in Escondido, California, for the 2027 TIME Dealer of the Year award.

Powell 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. Powell was chosen to represent the New Car Dealers Association San Diego County 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 proud to represent our employees, customers, family and San Diego County's automotive community," Powell said. "Jack Powell CDJR's success has always been a shared effort, and this recognition belongs to everyone who has contributed to our dealership."

Powell's automotive roots run three generations deep. His grandfather, Jack Powell Sr., began his career as a Dodge dealer in Dearborn, Michigan, in 1933, before moving the family to Escondido and opening Jack Powell DeSoto Plymouth in 1958. Powell's father, Jack Powell Jr., joined the business in 1971 and purchased it from his father in 1976, after Jack Powell Chrysler Plymouth had weathered the Arab Oil Embargo. In 1982, Jack Jr. purchased the nearby Dodge dealership and later merged both stores into the Escondido Auto Park, a development project he

co-led with four local dealers. Over Jack Jr's forty-year career at the dealership, he served in leadership positions on Chrysler's National Dealer Council, District Ad Associations and Escondido's Chamber of Commerce.

Powell earned a bachelor's degree from the University of Southern California in Los Angeles in 2000 and completed Chrysler's Dealers' Sons & Daughters Program in 2003.

Although he grew up around the family dealership, Powell initially pursued a career in music, studying jazz and moving to Seattle where he performed as a bassist in a variety of acts and bands. Before returning to the family business, he took a sales position at a busy Chrysler Jeep dealership in Seattle without disclosing his family's automotive background.

"I wanted to find out what I could do without the Powell name opening a door for me," Powell said. "That experience taught me a great deal about selling cars, dealership culture and what it feels like to be the new person trying to prove yourself."

Powell formally joined the family dealership in 2003, working over the following years in parts, service, finance, sales and management. He became general manager in 2009 after the economic downturn and Chrysler's bankruptcy restructuring. Powell and his sister, Jasmine Powell, became equity partners that same year. When their father retired in 2011, Powell succeeded him as dealer principal.

"My father taught me how to lead with confidence, maintain strong relationships and understand every aspect of the business," Powell said. "I am more analytical and naturally gravitate toward process, reporting and technology, but I don't see those approaches as competing. I've tried to build systems around the lessons he taught me that allow the organization to keep improving as the business changes."

Under Powell's leadership, the dealership's revenue grew over 5X in his first decade as dealer principal. While other dealerships around him were being acquired by national groups, Powell focused on developing every aspect of the business toward its potential. "The accomplishment I'm most proud of isn't really a number," Powell said. "It's that we're still here, still independent and still family-owned. That matters because decisions affecting our employees and customers are made here in Escondido by people who live in the community."

That focus has earned recognition from Stellantis. In 2020, Jack Powell CDJR earned the Customer First Award for Excellence and achieved Stellantis' prestigious President's Award in 2022.

From 2014 through 2016, Powell invested $2.4 million in a complete renovation that included a new showroom and offices, an expanded parts warehouse, modernized service operations and upgraded equipment.

The dealership's parts operation generated $10.9 million in sales in 2025 and has frequently ranked among the 100 largest Mopar Masters parts departments nationwide for over three decades. Its delivery fleet serves repair facilities and dealerships from Los Angeles to the Mexican border.

Jack Powell CDJR currently employs 76 people, most of them North County San Diego residents, 45 percent of whom have been with the dealership six years or more. Powell prioritizes internal promotion, flexible work arrangements and compensation above market rates.

"Part of our mission is to be the best place to work in San Diego County," Powell said. "Taking care of employees means recognizing that life happens, investing in their growth and creating opportunities for them to build long-term careers."

That philosophy shows up in individual stories. Michael McGrath joined the dealership in 2018 in internet sales and has since progressed to finance manager and sales manager, buying his first home in Escondido along the way. Steve Ausencio joined in 1998 as a parts advisor and now serves as parts manager. Together, the management team has helped the dealership hold employee turnover to approximately 20% in 2025, less than half of the industry average according to NADA's Dealership Workforce Study.

Jack Powell CDJR also participates in the California New Car Dealers Association Foundation's Auto Technician Apprenticeship Program, funding Stellantis certification training for apprentices while they work in the service department. Mark Antonov joined the dealership in 2024 through the program and has since completed its third phase to become a Certified Technician. Shortly afterward, he earned EV certification, one of the first apprenticeship techs at the store to do so, and he is now working toward Master Technician status.

"The technician shortage is one of the most serious challenges facing our industry," Powell said. "Developing a master technician takes years, so dealers must be willing to invest at the beginning of that career and provide the mentorship, training and tools required for success."

Powell's sister and business partner, Jasmine Powell, facilitates LeadWell, a quarterly, full-day off-site program for the dealership's management team, combining leadership training, personal development and team-building activities, including recent sessions on practical applications of AI.

"The strength of our dealership begins with its culture," Powell said. "When leaders communicate well, support one another and remain open to learning, employees are better equipped to serve customers with care and consistency."

Technology has become a growing part of how the dealership operates. Jack Powell CDJR has deployed AI tools to help its teams respond to customers faster and manage conversations more efficiently. "The goal isn't to replace humans," Powell said. "It's to remove repetitive work so our team can spend more of their time doing the things technology cannot do as well — building relationships, solving problems and taking care of customers."

As California dealerships face increasingly complex local, state and federal requirements, Powell has built operational procedures around a core of regulatory compliance. "In an industry that faces a real challenge with public trust, operating ethically and maintaining strong compliance standards are among a dealer's most important responsibilities," Powell said. "Every person who enters our dealership deserves to be treated equally and with respect."

Community involvement is a long-standing part of the dealership's identity. Jack Powell CDJR sponsors youth sports, school music programs and local fundraisers. It participates in the

Escondido Independence Day Parade and Veterans Day Parade and annually supports the Escondido Police Department's Children's Christmas Party for children affected by abuse, neglect and violent crime.

Since 2021, Powell has co-led a monthly group he co-founded for local business owners and entrepreneurs. Members discuss personal and professional challenges, educate one another and participate in volunteer and outdoor activities.

Powell has served as president of the Escondido Auto Park Association since 2017, representing 14 dealerships in matters involving the city, cooperative advertising and community engagement. He led a multiyear effort to modernize the association's governing documents and oversaw a project that removed 210,000 square feet of irrigated turf, replacing it with water-efficient landscaping. The initiative saves an estimated four to five million gallons of water annually. Powell also led the renovation of the Auto Park's freeway sign with high-resolution digital screens and created EscondidoAutoPark.com, which aggregates inventory from all fourteen dealerships.

Powell has brought the same focus on efficiency to the dealership's own operations. The facility has been converted entirely to LED lighting, and in 2026 the dealership completed a four-year utility project that added an electrical circuit to power new EV charging stations. Four of the parts department's twelve delivery vehicles are electric ProMaster vans.

In 2025, Jack Powell CDJR's workforce earned more than $6.4 million in wages. In every year the City of Escondido has reported since 2011, Escondido Auto Park dealerships made up at least 40% of the City's top 25 sales-tax producers, and Jack Powell CDJR was consistently among them. "Our economic impact is one of the dealership's most important contributions to the community," Powell said. "Local jobs and wages support families, other businesses and public services throughout the region."

From 2017 through 2022, Powell served on the executive board of the New Car Dealers Association of San Diego County, advocating for the passage of California Assembly Bill 179, which strengthened the state's motor-vehicle franchise law, and guiding the organization as chairman during the COVID-19 pandemic. He was also a member of an NADA 20 Group from 2007 through 2018 and served as its president in 2017.

For Powell, defining the dealership's core values - honesty, integrity, attention to detail and urgency - has shaped how he leads. "Once we clearly defined our values, they became the backbone of everything we do, including the people we hire," Powell said. "When employees share the same principles, that alignment strengthens the culture, improves performance and creates a better experience for customers."

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."

Powell was nominated for the TIME Dealer of the Year award by Scott Webb, president of the New Car Dealers Association of San Diego County. Powell and his wife, Jen, live in North County San Diego.

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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) is a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business, driven by a mission to "Do It Right" and be a relentless ally for customers and communities. The company serves more than 11 million customers through a full range of online banking services (including deposits, mortgage, point-of-sale personal lending, and credit card products) and securities brokerage and investment advisory services. The company also includes a robust corporate finance business that offers capital for equity sponsors and middle-market companies, as well as auto financing and insurance offerings. For more information, please visit www.ally.com and follow @allyfinancial.

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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.

About the New Car Dealers Association San Diego County

For more than 100 years, the New Car Dealers Association® San Diego County (NCDA) has served as the voice of franchised new car and truck dealers throughout the San Diego region. The NCDA brings dealers together to address the challenges and opportunities facing the retail automotive industry. Through legislative advocacy, education, compliance resources, workforce development, consumer outreach and signature events like the San Diego International Auto Show®, the Association helps dealers succeed while strengthening the industry as a whole.