



ROBERT A. "BOBBY" LIKIS

SUMMARY OF EXPERTISE:

Bobby's a seasoned pro who can speak elegantly, knowledgeably and engagingly on subjects running the automotive lifestyle gamut.

Bobby Likis has enthusiastically worn many hats in the automotive industry: technician, race car driver & pit crew, automotive service center owner, industry consultant, and radio & TV talk-show host. Acknowledged by industry & consumers, Likis "talks the walk" as he hosts nationally syndicated, automotive-oriented programs (originating from his all-digital, custom-designed studio located within his active service center) on broadcast radio, multiple Internet audio globalcasts, live video webcast (www.WatchBobbyLive.com), podcasts (including iTunes), iPhone, Bobby's chat room, YouTube, American Forces Radio Network and television. Bobby also maintains an active presence on Facebook, Twitter and YouTube.

Likis is on "Talkers 250," the prestigious broadcast industry listing of the top 250 talk-show hosts in America—and the only car-talk host on commercial radio named to the list for four consecutive years. The slate of Bobby Likis Car Clinic" Sponsor-Partners include but is not limited to Kimberly-Clark, Gold Eagle, Royal Purple, Liquid Wrench/GUNK, K&N Air Filters, 3M, Michelin, Hankook, Bar's Products/Rislone, Bosch, Escort Radar and O'Reilly Auto Parts. Likis has been published in *Motor Age*, *BE Radio*, *Tire Business & AutoInc.*; produces a quarterly e-newsletter of automotive advice, trends, tips & technology; & authored a weekly newspaper article. The eyes & ears of automotive enthusiasts, he has broadcast "Bobby Likis Car Clinic" live from Daytona, Charlotte & Saratoga race tracks; Consumer Electronics Show; Concours d'Elegance; Automotive Aftermarket Industry Week; Woodward Ave Dream Cruise; Mid-America's 10th Anniversary; and the KAAPA Ethanol annual meeting.

SPECIFIC SUBJECTS OR ISSUES THE EXPERT CAN KNOWLEDGEABLY DISCUSS:

Aftermarket products & services, new & used vehicle purchases, OEM issues, safety, mobile technology, automotive trends & legislation, consumer buying & service advice, preventive maintenance, gas mileage, vehicle performance & repair.

CURRENT RESPONSIBILITIES:

President, CEO, and Chief Cheerleader of Car Clinic which has 2 subsidiaries: Car Clinic Service (CCS) & Car Clinic Productions (CCP). CCS, celebrating its 40th anniversary, specializes in one-stop, full-service automotive maintenance, repair,

inspection, information. Under CCP, Likis produces nationally syndicated radio & television programming, which includes "Bobby Likis Car Clinic" and "Car Clinic Minute."

BOOKS OR SIGNIFICANT ARTICLES PUBLISHED:

Bobby has been published in Motor Age, BE Radio & AutoInc.; produces a monthly e-newsletter of automotive advice, trends, tips & technology; & authors a weekly newspaper article. Published articles include "Facility Showcase: Ring of Fire," BE Radio magazine; "You Are the Future of Your Business: Now is the time to re-examine operations and see where you really want to go!" AutoInc. magazine; "Gimme Gas with Bobby Likis," Independent News weekly newspaper; and "From the Center of the Automotive Universe," monthly newsletter. Presentations include "A Day in the Life of a Repair Order," ProfitPro Summit and the "Consumers' Point of View," Consumer Electronics Show guest panelist. At a recent Consumer Electronics Show, Bobby moderated the "Connect2Cars" Supersession, during which industry pacesetters defined the need for & fulfillment of consumer mobile electronics.

CURRENT OR RECENT PROFESSIONAL MEMBERSHIPS, ACTIVITIES, AWARDS:

Likis is a Florida Certified Arbitrator for the Ford Motor Company, serves as technical advisor for a regional law firm, and is a member of the Automotive Aftermarket Industry Association, the Automotive Service Association, the Automotive Communications Council, the Specialty Equipment Manufacturers Association, and the National Association of Radio Talk Show Hosts. He served on NAPA's National AutoCare Advisory Board, on Daytona's Advanced Technical Center Board, and on the Pensacola Junior College Automotive Service Management Technology Advisory Committee. Honored as the American Marketers' Association "Marketer of the Year," Likis also won a Silver Addy for the "Bobby Likis Car Clinic" TV program, which captured the highest ratings in its time slot. Likis was chosen to serve as master of ceremony for the GUNK "Serious Solutions Ultimate Challenge," at the end of which he awarded the \$5000 prize to the automotive department of the winner's school. Nominated for Rotary Club's "Ethics in Business" award, Likis is extremely active in his community, having served on the Board of Directors for United Cerebral Palsy, WSRE Public Television & the Manna Food Bank. In addition, he was the honorary chairman of the March of Dimes, served on the board of the Pensacola Opera, and supports Ronald McDonald House & Covenant Hospice. Likis is most proud of his "Top Dog" honor, which is bestowed annually by the current award-holder on the single member of the local community who best exemplifies the spirit of giving back by his or her outstanding service.

EXPERIENCE WITH NEWS MEDIA:

Bobby Likis has extensive knowledge & 25 years experience in all forms of media: live & produced radio & television and physical & electronic print.

PERSONAL:

Likis lives and thrives on Florida's beautiful Gulf Coast, where he enjoys the company of many friends, two daughters, four grandchildren (two sets of twins) and sweetheart. He enjoys public speaking, community service and the theatre.

For more information, contact Cynthia Lyle, Car Clinic Productions, 850.478.3139.

ATTACHMENT TO ROBERT A. "BOBBY" LIKIS BIO

Bobby was interviewed by AllAccess magazine and asked "10 Questions." Following are the overview & answers.

NAME: Bobby Likis

TITLE: "Chief Cheerleader" & Car Clinic Host

MARKET: Globalcast without geographic bounds. Newest terrestrial markets are Boston, Chicago & NYC

COMPANY: "Bobby Likis Car Clinic" and "Car Clinic Service"

BORN: Birmingham, AL

RAISED: Birmingham & Chicago

BRIEF CAREER SYNOPSIS: Worn every hat in automotive industry: technician, race car driver & pit crew, automotive service center owner, industry consultant, and radio & TV talk-show host. Began driving on my father's knee when a driver's license was just a gleam in my eye and knew I'd found my passion. For 35 years, owned & operated Car Clinic Service (full-service automotive facility), which serves as my real-life proving ground for the consumer challenges and the product / service solutions that we talk about on "Bobby Likis Car Clinic" radio. Published in *Motor Age*, *BE Radio* & *AutoInc*; produce a monthly e-newsletter of automotive advice, trends, tips & technology; author a weekly newspaper article; broadcast "Bobby Likis Car Clinic" live from our all-digital studio inside Car Clinic Service and from car-enthusiast meccas like Daytona, Charlotte & Saratoga race tracks, Consumer Electronics Show, Concours d'Elegance, Automotive Aftermarket Industry Week, Woodward Ave Dream Cruise & Corvette's 50th Anniversary Celebration. Fortunate to serve or have served on boards like United Cerebral Palsy, Manna Food Bank, WSRE TV (PBS affiliate), NAPA's National AutoCare Advisory Board, Daytona's Advanced Technical Center Board, and Pensacola Junior College's Automotive Service Management Technology Advisory Committee.

1. You were a car guy practically since birth, but how did you get into radio?

Second only to my love for cars is my love for talking to people about cars, so ironically, I backed into radio. In 1986, a Car Clinic Service customer--and station owner for a local cable TV station--talked me into doing a regional show. Because I had so many physician customers at the time, he suggested I call it, what else, "Bobby Likis Car Clinic." In 1991, Car Clinic TV moved to the Gulf Coast's ABC affiliate, and we launched Car Clinic Radio on 4 stations in 2 states.

2. About what are you most passionate these days?

It's hard for a fiery Greek like me to reduce passion to a few words, but I'll give it a shot: Technology and its automotive applications (you ain't seen nothin' yet!); Empowering Consumers with what they need to delight in their vehicles (I've trademarked it Pre-Repair™); a Desire to Elevate Automotive Service (and the

true professionals there) to a higher level of respect; an Eat-My-Dust Red Wine like Godsend; and Two Special Sets of Twins.

3. Your show is everywhere -- terrestrial and satellite radio, the Net, American Forces radio, and PalTalk. You also write and appear on TV and at conventions. What drives you to do all that? What makes you put your show and yourself out there in so many venues?

Perhaps I'm addicted to challenges. I certainly invite change. That's lucky for me, I guess, because radio is changing, morphing, transforming. Michael Harrison's recent "Media Station" article is spot on. Car Clinic Network has evolved from a 1/2-hr, local car-talk show on local cable television to the "model of a Media Station." You probably won't find that term in Wikipedia yet, but you will. A Media Station is all about putting what we call "Info-Tainment" in the hands, ears & eyes of the consumer...whenever and however they want it.

My shorter answer is "I still haven't reached my final destination"...but I'm driven to find some road-kickin' spots along the way.

4. If you had to choose one car to drive, period, which one would it be and why?

I love the idea of classic cars. But after restoring several (including my gorgeous, 1980, schwartz metallic Weissach Porsche), I've learned that each vehicle ultimately drives only as well as its model year's technology. So for me, classics are "better seen than heard." Since I never was much of a spectator, I'd now like to get my hands around the steering wheel of the Mercedes SV12 S Biturbo Coupe, the fastest street legal car in the world. Twin-Turbo V12, 380ci, 730hp and 974 lb-ft torque. 0 to 60mph in 3.8 seconds / top speed 211 mph (electronically limited). Plus its traction control, anti-lock brakes and dynamic stability control allow a few mistakes without crashing & burning. And I'll take all the help I can get.

5. Look ten years into the future: do you see Americans moving in mass numbers into alternative fuel and hybrid cars, or will we still mostly be driving gas-powered internal combustion engine cars? Can the mass car-buying public be convinced to go with something different?

Ah, now you've gone & hit my hot button. Optimistically in 10 years, I see hybrid cars as 15% of America's vehicles. That's approximately 2.25 million new hybrids per year. However, I believe the technology that's required to make alternative-powered vehicles a reality still lies in front of us, undiscovered or underdiscovered. I believe we must go through this "which-way-do-we-go confusion" if the necessary evolution is to succeed. And while I'm fairly certain that alternative power can significantly reduce our long-term addiction to oil, I am thoroughly convinced that we'll need transitional plug-and-play, electric cars that consumers will buy in the short term.

I am also certain that diesel-powered vehicles will play an even larger part in our future than most Americans realize. But car makers will have to retrain car buyers. GM's mid-70's gas-to-diesel engine soured many car owners. Too many people bought diesel cars that were noisy, stinky, low powered and worthless at trade-in time. In contrast, GM's new "reversed intake & exhaust" 2009 diesel engine has power (vs. size), is quiet, offers no odor and meets emission standards. I hope GM's dealer workforce, especially dealer principals, will step up, buy into these cars, buy these cars, drive them locally and lead the industry nationally by example. And I hope all car makers will follow Europe's direction in offering similar diesel-powered options.

6. Who are your heroes?

Thomas Edison, Henry Ford, Mike Yager...each carved his own destiny from limited financial resources and unlimited imagination, motivation and execution. On a closer, more personal plane, I have ultimate respect for my teammates who continue to inspire me, energize each other and work darn hard to make Car Clinic successful.

7. Of what are you most proud?

Passing the man-in-the-mirror test.

8. What is the most-asked question you get about cars?

After all is said, the question is usually 2-seconds short: Should I fix it...or trade it? The answer is the making of 20 years of Car Clinic Radio!

9. Fill in the blank: can't make it through the day without _____.

Leaving my sweetheart a note to tell her how important she is to me. Making an effort to make a positive difference in someone's life.

10. What's the best advice you've ever gotten? The worst?

Best: Love what you do.

Worst: Long forgotten.