

PERRY WATSON III BIO

Perry Watson earned a BA and an MBA in Business Administration-Marketing from Western Michigan University in Kalamazoo, MI. In 1990, after working for Xerox for 13 years, he entered the Chrysler Minority Dealer Training Program and ultimately became Owner of Brookdale Dodge in Brooklyn Center, Minnesota.

In 2001, Mr. Watson became the Owner of Lexus of Mishawaka in Mishawaka, Indiana.

Mr. Watson is affiliated with many Chambers of Commerce and automobile dealer associations. In his community, he is involved with the Boys and Girls Club, 100 Black Men of South Bend, and Jack and Jill of America. He is also a Board Member of the Family Justice Center and the Memorial Hospital.

Mr. Watson recently received the Drum Major Award from the cities of South Bend and Mishawaka. He is a member of the Sigma Pi Phi and Omega Psi Phi fraternities.

Mr. Watson currently serves as President of the Toyota/Lexus Minority Dealer Association (TLMDA) and he serves on the Board of Directors of the National Association of Minority Automobile Dealers (NAMAD).

He is married with four children.