



Biography of Richard W. Everett

- 2021 FAF-VIP Special Guest -

Richard W. Everett joined American Motors in November, 1972 as a District Service Representative. His duties involved assisting AMC dealers in the Columbus, Ohio area with the technical service training and warranty submissions. During the years that followed, Everett moved to the vehicle sales side of the wholesale (manufacturer) car business where he was appointed to various field sales management positions.

In August 1975, Everett was transferred to the newly opened Miami (Florida) office of AMC as Vehicle Distribution Manager and later Field Sales Manager and then Branch Manager of the Miami office for AMC.

In March 1979, Everett was promoted to the role of National Distribution for AMC. He moved to AMC's Corporate Headquarters in Detroit where he supervised the monthly allocation of AMC and Jeep production to all markets where AMC sold products. Two years later, Everett assumed the position of Director of Sales Operations that now included the importation of all Renault products distributed by AMC.

Following the 1987 merger of AMC and Chrysler Corporation, Everett was appointed Director of AMC/Renault product development. In 1988 Everett received the prestigious Chrysler Chairman's Award for streamlining the ordering system of the new Renault products now being marketed by Chrysler under the new brand name of Eagle.

During the following twelve years at Chrysler, Everett held several senior management positions including manager of Dodge Truck marketing, manager of Dealer Financial services, and Director of Interactive Communications. In the later position he directed the design and implementation of all Chrysler Brands' websites for Dodge, Chrysler and Jeep. Following the merger of Chrysler and Daimler Benz, Everett designed and "supersized" the launch of the new Corporate website, DCX.com.

Everett retired from Daimler Chrysler in February 2004, completing a career spanning 32 years with AMC, Chrysler and then Daimler. He now resides in South Lyon Michigan where he serves as an elected Trustee of Green Oak Charter Township. He also serves as a corporate board member for several local organizations.

Everett graduated in 1970 from Ohio Wesleyan University and also attended advanced management classes at Kohler Management School in Kohler, Wisconsin.