



RML

AUTOMOTIVE

## ***NEWS RELEASE***

**For Immediate Release**

### **BOB JOHNSON TAPS FORMER DALLAS COWBOYS' PRESTON PEARSON AS CELEBRITY SPOKESPERSON FOR TOYOTA OF LEWISVILLE**

*Johnson is Executive Chairman of RML Automotive, the Nation's Largest Minority-Owned Automobile Dealership Group*

**BETHESDA, MD//OCTOBER 24, 2014//**Bob Johnson and RML Automotive have hired Preston Pearson, former running back with the Dallas Cowboys to promote Toyota of Lewisville (owned by Johnson) to broaden the store's involvement with local communities and organizations in the Dallas and North Dallas areas. Johnson expanded RML Automotive's national footprint in 2013 with the acquisition of Toyota of Lewisville.

Johnson, an avid Cowboys fan, and Pearson are long-time friends having attended high school and college together in Illinois. "Preston had a stellar 14 year career with the NFL, including five Super Bowls, and his last six years were played in Dallas," said Johnson. "Preston is very active in the Dallas community and his commitment to working with local businesses makes him a natural fit with our brand."

"I am excited to work with RML and my long-time friend Bob Johnson to promote Toyota of Lewisville," said Pearson. "I have watched Bob create successful businesses and he has always given back to the community. I couldn't think of a better opportunity that embodies the mission and values of RML and Toyota of Lewisville," he concluded.

Pearson is the owner of Pro-Style Associates, a Dallas-based sports marketing promotions company. Career Cowboy highlights include Pearson playing in Super Bowls X, XII, XIII ('75-'80); he was the only player in NFL history to play with three different teams and in five Super Bowls; and Pearson is widely recognized as the player who defined the position of 'third-down back' or slot receiver.

Johnson and Pearson will attend the Monday Night Football *Washington Redskins vs. Dallas Cowboys* game on October 27<sup>th</sup>.

***About RML Automotive:*** Headquartered in Little Rock, Arkansas, RML consists of 35 automotive franchises and three Harley-Davidson motorcycle dealerships across the South Central, Southeast, and Midwest regions of the country. RML was ranked 19th on the Automotive News annual list of "Top 125 Dealerships in the U.S." and number one on the annual Black Enterprise 100s list. RML is the largest African American owned automotive franchise in the country. For more information visit [www.rljmclartylanders.com](http://www.rljmclartylanders.com).

*For media inquiries contact: Traci Otey Blunt, 240.744.7858 or [press@rljcompanies.com](mailto:press@rljcompanies.com)*

###