



KRYSTAL ROBERTS

Krystal Roberts is the General Manager of American Chevrolet Inc, DBA Advantage Chevrolet, located in Hodgkins, IL. Krystal has over 19 years of automotive dealer experience and has held various positions within the Advantage Auto Group. Her focus has been on increasing sales and service opportunities. Under Ms. Roberts direction, the dealership has improved to one of the top five Chevrolet dealerships out of 60 in the Chicagoland and Northwest, Indiana area. The dealership's sales have also increased by twenty

percent to approximately 3000 new and used car sales annually during this period. Advantage Chevrolet also has improved its standing with Chevrolet from "Satisfactory" to "Superior" in car and truck sales. The dealership also now places in the top 200 Chevrolet dealerships nationwide.

Since 2016, Krystal has served as the chairperson for a General Motors "20 group" of dealers, a group which is comprised of twenty successful general motors dealerships whose purpose is to analyze and incorporate best business practices within the dealerships day to day operations. She is also an active member of the NADA.

Ms. Roberts currently serves on Chevrolet's Medium Duty Dealer Advisory Board and is the only female dealership board member.

Krystal was featured in Crain's subsidiary publication, Automotive news. The article features some of the unique benefits Ms. Roberts has implemented to employees for improvement of their overall quality of life. Such benefits included extended lunch breaks to managers, and paid memberships to health clubs, encouraging them to spend this extra time at the gym exercising and improving their eating habits.

Krystal is a graduate of the University of Kentucky where she earned a bachelor's degree in marketing and management. She holds an MBA degree from DePaul University. She is a 2017 graduate of Crain's Leadership Academy and a 2019 graduate of NADA dealer academy.

Krystal volunteers at the Pacific Garden Mission serving the homeless and is an active member of Mt. Caramel Bible Church.

