



# El Camino Al Triunfo

**FORD AND TELEMUNDO SHOWCASE HISPANIC BUSINESS SUCCESS STORIES WITH NEW TV SERIES**

Ford Motor Company is partnering with Spanish-language TV network Telemundo in a new half-hour program, *El Camino Al Triunfo* (*The Road to Triumph*). Hosted by financial analyst Xavier Serbia (lower left) and actress/film producer Anabel Garcia, the half-hour program highlights triumphs of Hispanic business owners and offers personal finance and other tips to succeed in corporate America.

The first episode, on August 2, profiled Ford dealer Irma Elder (upper left) and music producer Kike Santander. Elder is a successful entrepreneur who owns six Ford dealerships in Michigan and Florida. The Elder Automotive Group generates more than \$400 million in annual sales and consistently ranks in the top 10 of *Hispanic Business Magazine's* top 500 Hispanic-owned corporations—the only woman-owned corporation in the top 10.

An August 25 episode highlighted young Ford dealer Jay Rosario and Hector Barreto, administrator of the Small Business Administration (SBA). Through the Ford sponsored National Automobile Dealers Association Dealer Training Program, Rosario learned necessary management skills while sharpening his leadership and entrepreneurial abilities. At 26, he became the youngest graduate of the intensive one-year program and at age 30, became the youngest Hispanic to own a Ford dealership.

"I'm very proud to be part of a television program that will present US Hispanics with the opportunity to obtain control of their financial future," said Xavier Serbia. "I applaud Ford and Telemundo for taking on this important task of encouraging, educating, and inspiring the Hispanic community."

The next episodes of *El Camino Al Triunfo* will air on the Telemundo Television Network at 5:30 pm EST/PT on September 27, October 25, and December 6 and 7. ■

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