



Fred Ricart

Co-Owner
Ricart Automotive, Inc.

Retail Panel: *How Used-Car Superstores Affect You*

Monday, January 13, 2:00 p.m.
Mackinac Ballroom

Fred Ricart and his brother Rett took over the Ricart dealership in 1982. Since then, the Ricarts have acquired nine dealerships in the Columbus area. Ricart is recognized as the largest dealer in the world for all makes and manufacturers in new and used car retail sales. Ricart has a unique background among auto industry leaders.

Ricart received his bachelor of science degree in biochemistry from Case Western Reserve University in Cleveland, Ohio. While doing biochemistry research for the medical school, he invented a way to measure protein structures that was dramatically faster and more accurate than any other method. This accomplishment earned him the National Fight for Sight Vision Research Grant. He spent several years doing retina research studying the transmission of light patterns from the retina to the brain that translate into a visual image.

An accomplished musician, Ricart plays 21 instruments and has a recording studio in his home. He plays the instruments and does the recordings for his own commercials, producing an average of 60 commercials each year. He uses a scientific approach to advertising, tailoring his ads and products to different audiences.

Ricart was recognized by the mayor of Columbus, Dana "Buck" Rinehart, as a spokesman for the Columbus Commission of Ethics and Values, "Take an Honest Look," campaign in 1989.

In 1988, Ricart joined the Franklin County Sheriff's Department to sponsor an anti-drunk driving campaign called "Scared Stiff." Appearing at local high schools with a Lamborghini police cruiser, Ricart opened school assemblies with a rock music concert to get the students' attention and show them that they don't need drugs or alcohol to have fun. The result: Not one of the students has been involved in a drunk-driving fatality accident since the program started.

Using the knowledge of biochemistry, Ricart developed a drug education model to provide grade school students with a scientific and graphic representation of the effects of crack cocaine on the brain. His model drew the attention of President Bush when Ricart presented the program to him while he was in Columbus. Ricart also developed a video presentation and plans to write a book on the topic in conjunction with the school system. He has taken his presentation to area schools with outstanding results—children tested after Ricart's presentation show a 98 percent retention rate.