
Richmond Association For Business Economics

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H. Carter Myers III

Executive Chairman

Carter Myers Automotive

RABE Speaker on Friday, September 22, 2023



H. Carter Myers, III is Executive Chairman of Carter Myers Automotive (CMA) now led by Liza Myers Borches, the current CEO and fourth generation family leader. He is a graduate of the Univ. of Virginia Commerce School and received an MBA from Va. Commonwealth University.

CMA owns and operates 23 automobile dealerships and related real estate across Virginia and into West Virginia, selling 18 brands of vehicles. CMA formed an ESOP in 1979 with 26% employee ownership.

Carter Myers is past board member of the Va. Chamber of Commerce, The Commonwealth Transportation Board, and other boards. He is a Past Chairman of both the Va. Automobile Dealers Association and the National Automobile Dealers Association.

He received a Lifetime Achievement Award from the International Automobile Dealers Association and was selected in the 1980's as Richmond's Entrepreneur of the Year. He was nominated in 2003 for the Time Magazine Dealer of the Year Award from Virginia

He lives in Charlottesville with his wife, Ann, and has two daughters, Liza Myers Borches and Sarah Myers Filoromo and has three grandchildren.

He completed 50 years as a pilot, enjoys golf and is a former marathon runner but now walks four miles each day.



Mr. Myers' presentation is co-hosted by the Federal Reserve Bank of Richmond