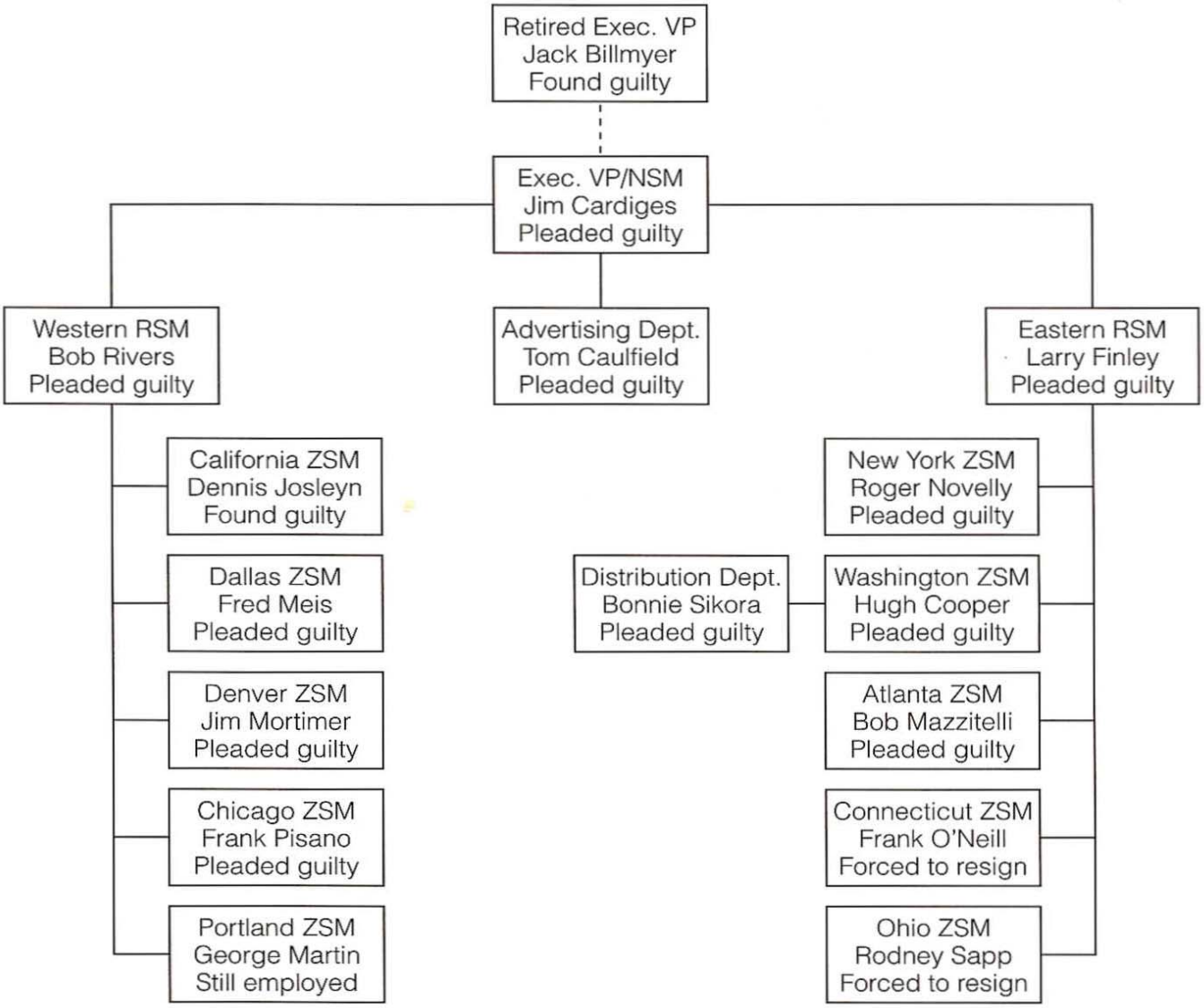
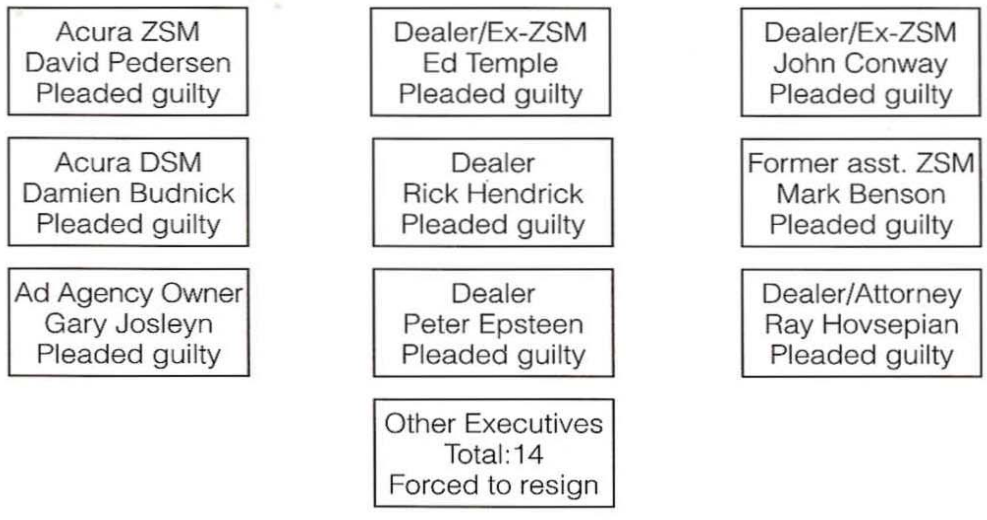
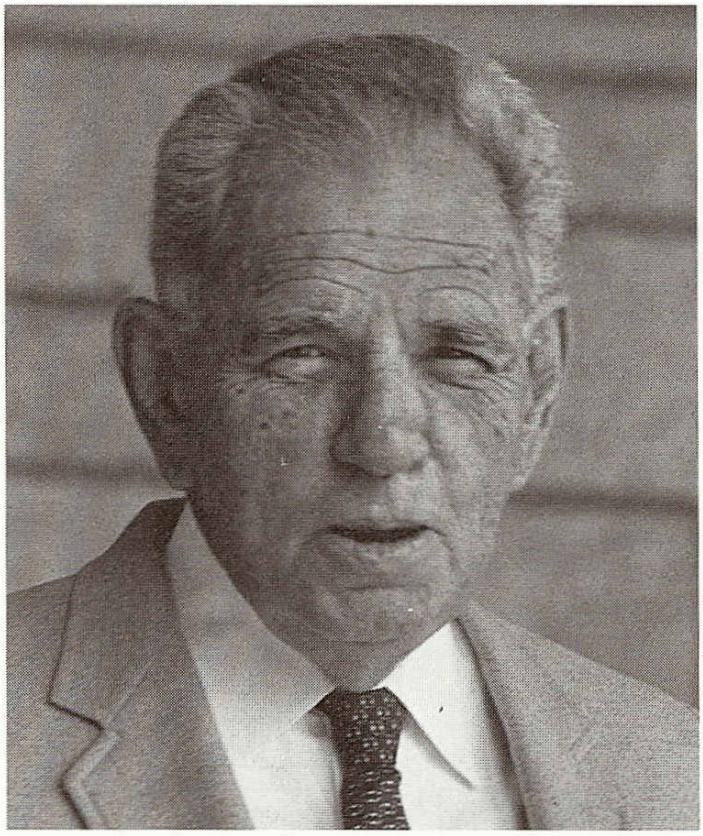
Before the Fall: American Honda's Sales Hierarchy in 1991/Their Fates

Key: NSM = National Sales Manager
RSM = Regional Sales Manager
ZSM = Zone Sales Manager
DSM = District Sales Manager

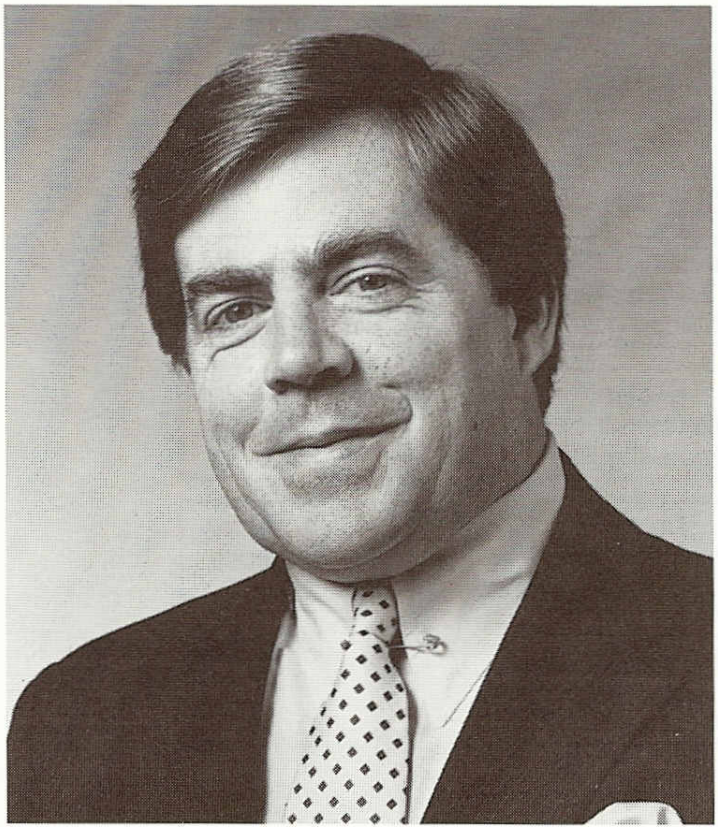


OTHERS INVOLVED IN THE SCANDAL



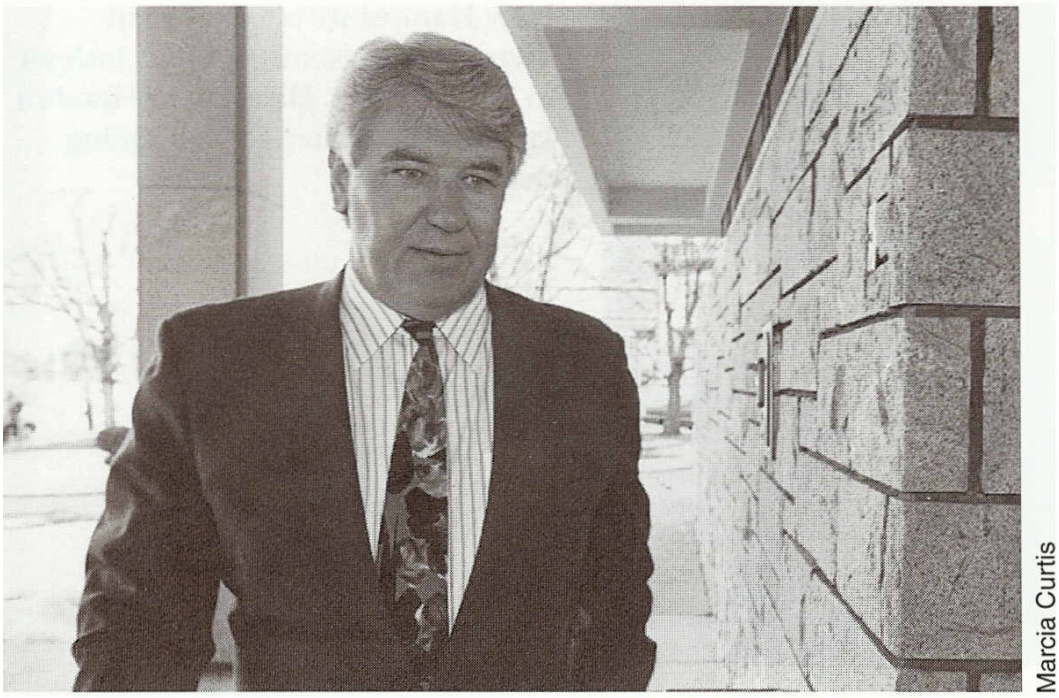


Marcia Curtis



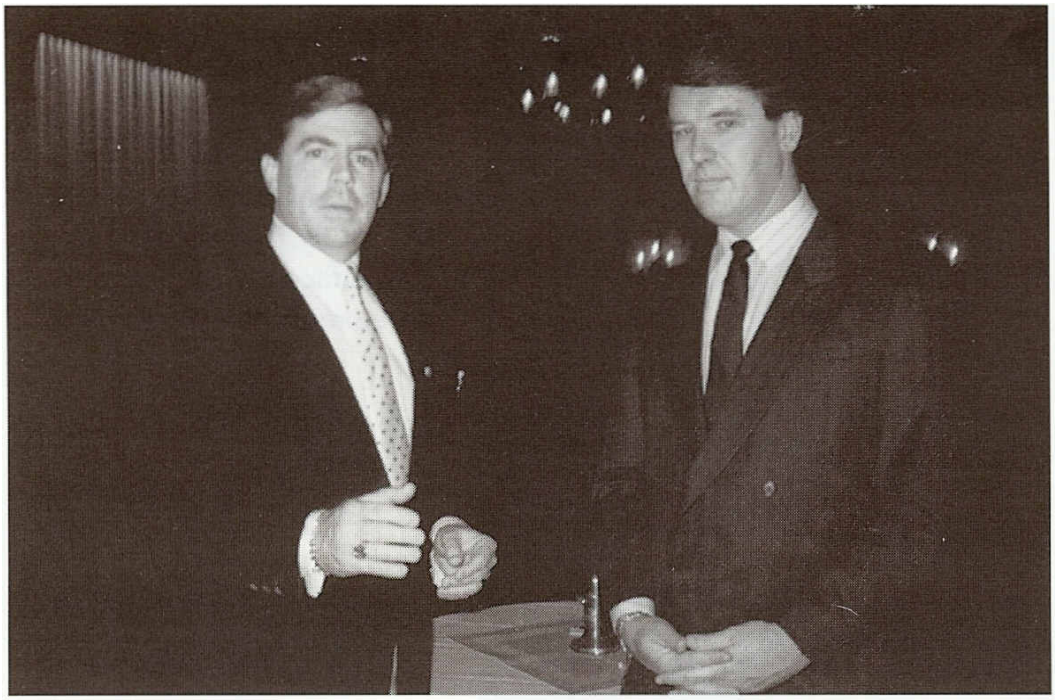
John W. 'Jack' Billmyer was the patriarch of payola at American Honda, the first executive to shake down dealers for cash and gifts.

Stanley James 'Jim' Cardiges replaced Billmyer as American Honda's national sales manager in 1988, at age 42. He demanded that his followers play the corrupt game.



Marcia Curtis

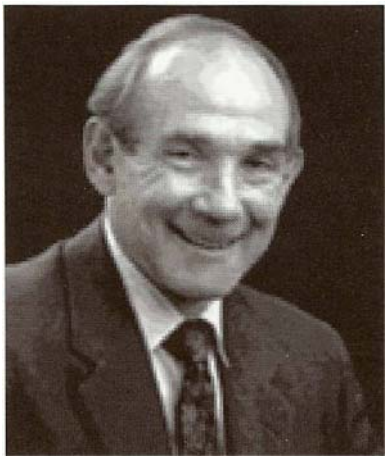
Honda's California zone sales manager Dennis Josleyn led the sea change from bribery to embezzlement.



Cardiges and Josleyn at the 1991 Honda New Car show in Reno, six months before they would be forced to resign from Honda.

As Honda’s U.S. sales plunged for the first time, the pair was busy stealing from the corporation.

Did they know or didn't they? Current American Honda president Koichi Amemiya (left), and executive vice-president Tom Elliott. Both were accused of hiding their knowledge of the rampant corruption.



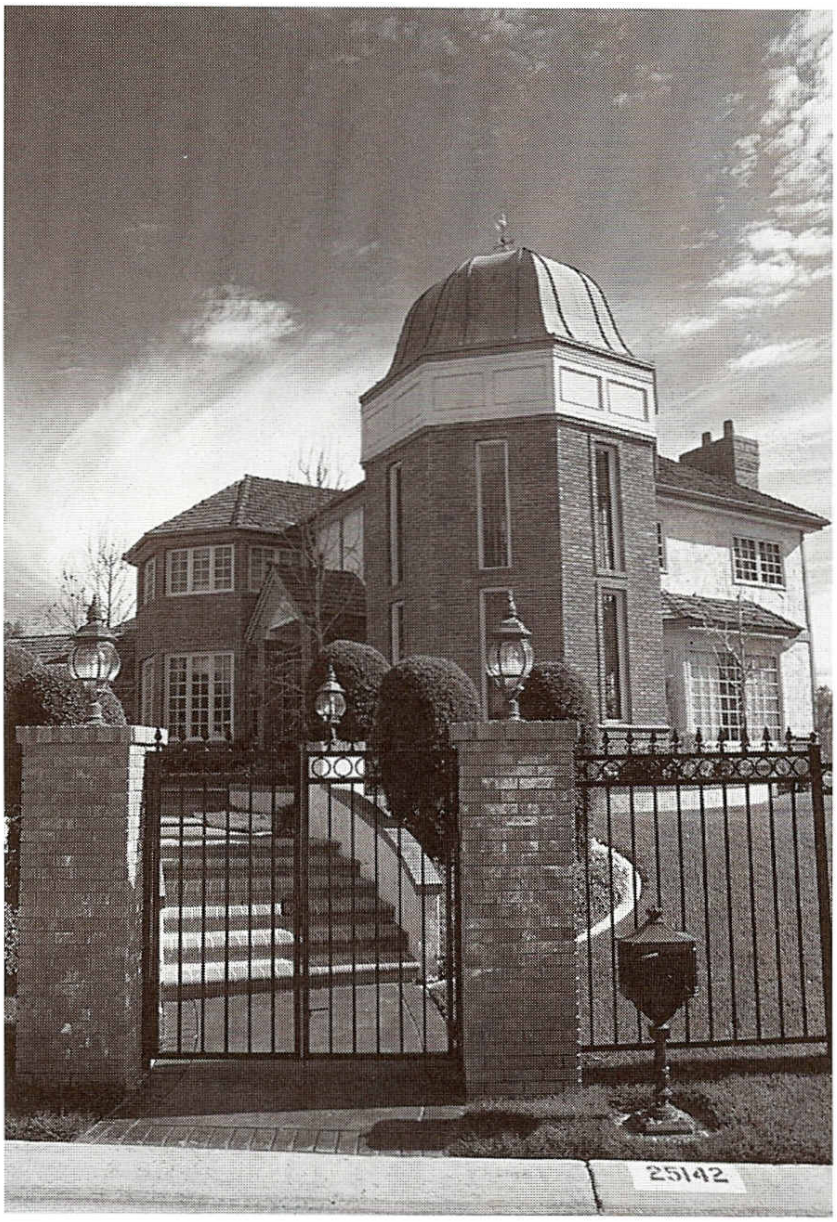
Lyon and Lyon attorney J. Donald McCarthy's controversial handling of a civil suit led to the FBI investigation of Honda.

Mid-1980s American Honda president Tetsuo Chino declined several opportunities to investigate the activities.

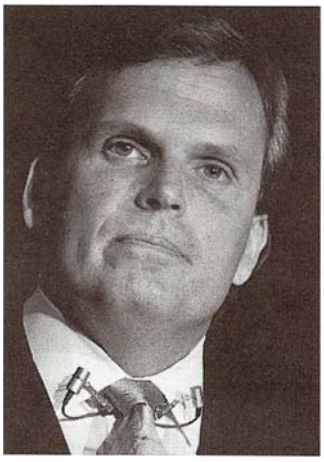
Ed Temple was Cardiges's most-trusted lieutenant. He made more money from dealers after he departed American Honda.

The former home of Santa Paula (California) Honda, photographed in 1997 while undergoing renovation. Of all the odd Honda dealerships established with payola in mind, Temple's Santa Paula Honda was the most bizarre, housed in a tiny building on a back street of a nowhere community.

Jim Cardiges's Laguna Hills home was so expensive, it took more than one dealer to pay for it.

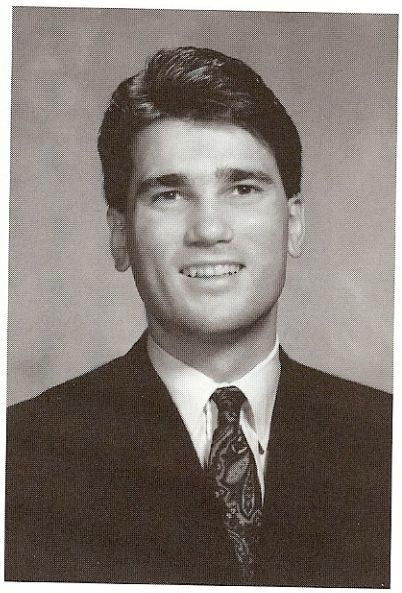


North Carolina dealer Rick Hendrick was granted 26 Honda and Acura franchises, more than anyone else. He made the payments on Cardiges's house, as well as on that of Jack Billmyer's.



Automotive News

Honda service division executive Christiaan Walker stumbled upon the "Peck checks." (Below) He tried to blow the whistle on Cardiges and Temple, but his motives and methods would be questioned.



CLIFF PECK HONDA
PHONE (501) 327-2777
821 NORTH CREEK DRIVE
CONWAY, ARKANSAS 72032

2393
81-126/829

August 6 19 88

PAY TO THE ORDER OF Ed Temple $ 162,500.00

One Hundred Sixty Two Thousand Five Hundred and no/100--- DOLLARS

FIRST NATIONAL BANK
CONWAY, ARKANSAS 72032

C.D. Peck
J. Peck

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CONWAY, ARKANSAS 72032

2394
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August 6 19 88

PAY TO THE ORDER OF S. James Cardiges $ 162,500.00

One Hundred Sixty Two Thousand Five Hundred and no/100---------- DOLLARS

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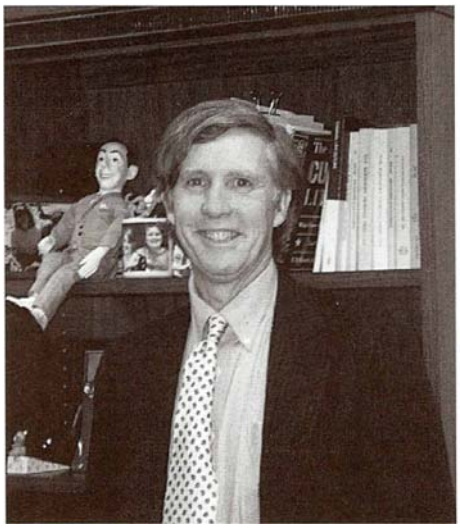
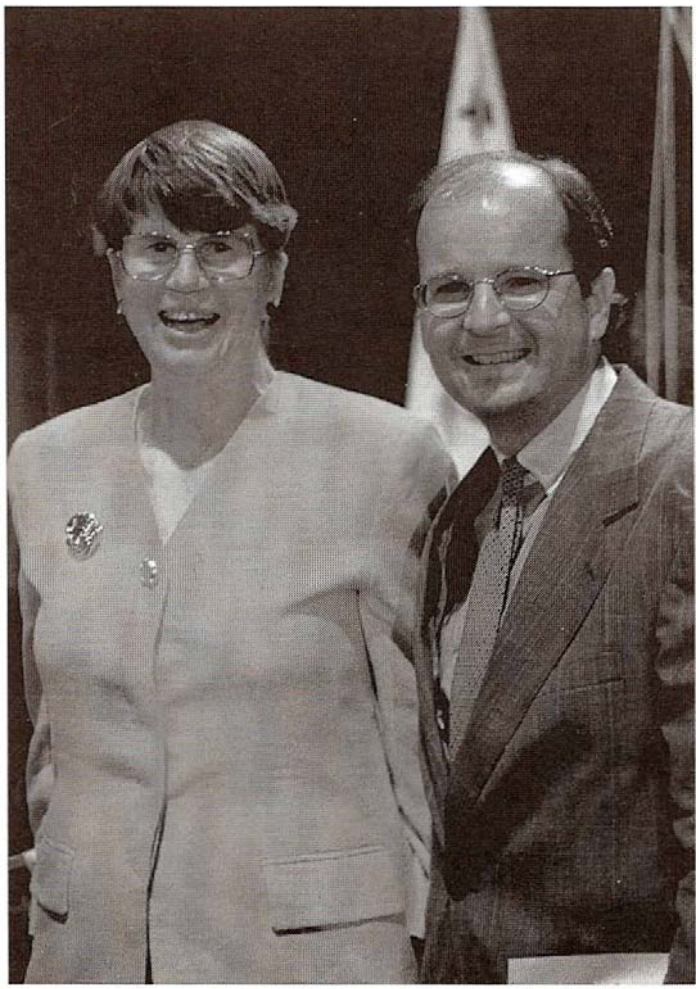


New Hampshire attorney Paul Twomey represented Dennis Josleyn in federal court. He accused Honda's Japanese executives of condoning the corruption



Assistant U.S. Attorney Michael Connolly, here receiving the John Marshall award from U.S. Attorney General Janet Reno for his work in the trial of Jack Billrnyer and Dennis Josleyn, was in charge of the federal investigation of Honda. Connolly had doors slammed in his face during the first three months of his probe.