

PASSING THE TORCH



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For nearly the past nine decades, the passing of the Olympic Flame from one Torchbearer to the next has been a global symbol of unity, strength, and passion. It has been this flame that has brought people of diverse backgrounds from around the world together in solidarity and peace.



A SIMILAR FLAME has symbolically passed generational hands multiple times since the creation of the Miller Automotive Group in the early 20th Century. The vibrant light of this Miller Family Torch was passed from Harry Carleson to his son-in-law Laury Miller in 1953, then from Laury Miller to his son, Mark Miller, on July 1, 1975, and it is with great excitement that Mark passes this same Family Torch to his sons, Jeff Miller and John Miller, on May 1, 2020.

“JEFF HAS BEEN PREPARING HIS WHOLE LIFE TO TAKE OVER OUR FAMILY BUSINESS, AND I’M SO PROUD OF HIM. HE’S READY, AND I’M READY FOR THE THE NEXT CHAPTER OF MY LIFE.”

MARK MILLER

From earning nickels by inspecting cars around the age of 7, to working his way thru each department and position at Mark Miller Subaru, Jeff has been preparing to become the next Miller Family Torchbearer for over thirty years. Jeff’s journey hasn’t just been about learning the nuts and bolts of the automotive business though, Mark has long been committed to teaching Jeff about what the Miller’s Torchbearer’s flame represents: ***to care deeply for others and to leave the world better than you found it.***



For decades the Miller Family has left an undeniable ‘MARK’ on the lives of Mark Miller Subaru’s customers, employees, and neighbors. It has been this philosophy of caring for others that Mark has instilled into the business, and into Jeff. In fact, Jeff recalls a special ‘teaching moment’ with his father when he was around the age of 16. Mark and Jeff came across an individual whose car was broken down on the side of the road, and who’s vehicle bore the Mark Miller Subaru license plate cover. Mark pulled over to help this customer, and in doing so, helped emphasize the importance that he and the Miller Family have long put on helping others. Nearly 25 years later Jeff still vividly recalls this experience, and he allows this experience to be his guiding light.

“EVEN IN THE FACE OF A GLOBAL PANDEMIC, I’M CERTAIN THERE ISN’T A BETTER TIME TO CARRY MY FAMILY’S LEGACY FORWARD.”

JEFF MILLER

Amidst the uncertainty surrounding the Novel Coronavirus Global Pandemic, Jeff has shown a steady handed approach to leading and managing Mark Miller Subaru’s response. It has been his approach to implementing increased safety precautions to keep Mark Miller Subaru’s employees, customers, and community safe that, in addition to developing a business plan to keep every Mark Miller Subaru team member employed, is evidence of his ability to lead with compassion during a crisis. If the Coronavirus Pandemic has proven anything, it’s that Jeff is ready and prepared to carry his Family’s Torch.

“IF YOU CAN FIND SOMETHING YOU LOVE, AND IF YOU GET GOOD ENOUGH AT IT, YOU’LL LOOK BACK AT AGE 70 AND SAY ‘WOW, THAT WAS FUN.’ MY TIME LEADING MARK MILLER SUBARU WAS JUST THAT – IT WAS FUN. BUT I’M READY FOR WHAT’S NEXT.”

MARK MILLER

making him a Fourth Generation Dealer. And while nothing about Mark Miller Subaru will change, including our name which will continue to bare Mark’s name, this transition is a sign of strength and potential for the future of Mark Miller Subaru and for the future of our employees, customers, and our community.

In addition to leading a successful career in the Automotive Industry, Mark has long been a community advocate for the most vulnerable individuals among us. While it’s with a humble heart that he officially retires from Mark Miller Subaru, he does so with an even greater resolve to improve the lives of others in our community. From his volunteer work with United Way educating youth, to his volunteerism flying seriously ill or injured individuals across the country to access medical care, Mark’s next chapter will be anything but quiet. Because, as many of us know, Mark isn’t one to ‘sit around and do nothing’, especially when there is so much good left to do in our community.

Jeff Miller will officially become the Torchbearer of the family business and will become Owner, Chief Executive Officer, and General Manager of Mark Miller Subaru on May 1, 2020

“While I’m sure our journey won’t always be easy, I know that our future is bright, as bright as the flame in in my family’s torch that I now am fortunate enough to carry. My heart is full of love and gratitude to my father for grooming, preparing, and trusting me to become the next Torchbearer of our family business. I do not take the gravity of this responsibility lightly. In fact, I am dedicated to our employees, our customers, and our community to be the kind of leader my dad would be proud of.”

JEFF MILLER

Unlike the Olympic Flame which is ceremoniously extinguished at the conclusion of the biannual games, the Flame that lives atop the Miller Family Torch continues to burn brilliantly and will do so for many years to come.



MARK MILLER

JEFF MILLER

