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Sonny Morgan
photo provided by Sonny Morgan



Frisco's Automotive Pioneer

By Amanda VanCura

JUST NINE YEARS AGO, before Stonebriar Centre, before the massive influx of retailers, before the many suburbs, Frisco opened one of its first car dealerships, Bankston Ford.

Everyone knew the growth ahead for the city was substantial. With the right person at the helm, a car dealership could have incredible success. That's when T.L. "Sonny" Morgan stepped in. Not only was he an innovator at Bankston Ford, he played a prominent role in many areas of the city.

Mr. Morgan began his dealership career at the ripe young age of 10 working at his father's car dealership. Little did he realize that it would lead to a career spanning over 35 years. "He started me in the business in 1963 washing cars at his Dodge dealership in Garland," says Mr. Morgan.

It must have sparked an interest. Today, Mr. Morgan is an admired veteran in and among the North Texas auto dealers.

He recently took the job of managing partner of John Eagle Sport City Toyota. Throughout his career he has increased sales volume and guided dealerships toward incredible success. He plans to do the same in his new venture.

Although Mr. Morgan started at his father's dealership, his career officially began just after graduating from Texas Tech with a degree in automotive marketing. His passion for the industry was evident. He worked for Henry Butts Oldsmobile-Maserati, and then began a 16-year tenure at Rodger Meier Cadillac. Under his direction, the dealership emerged as top performer and was inducted into the Cadillac Hall of Fame. He then moved on to serve as General Manager for AutoNation USA, overseeing phases of the dealership's development. Just 90 days after opening, the franchise achieved profitability.

With such an impressive resume, it only made sense for him to assume the

role as General Manager at Bankston Ford of Frisco. Within 14 months, he guided the dealership's standing from last to fifth, and experienced a 400 percent increase in sales volume during that same period.

As it does with many who come to live and work here, Frisco had an effect on Mr. Morgan. He was compelled to get involved with the community and show his appreciation.

"I was involved with Frisco's future and the Chamber of Commerce as well as various community activities," explains Mr. Morgan. His involvement with the Chamber led him to serve on the committee for the new building. "We had many fundraisers to drive cash to build the Chamber," he explains. "I came up with the idea of the brick donations in front of the Chamber building."

As a business leader, Mr. Morgan believes it's important to show support for your community. His advice for young business owners in Frisco? "Get involved with the community. Put back into the community what you take out," he suggests.

Although Mr. Morgan has since moved from Frisco, he continues to achieve success, earning numerous awards and recognitions for his achievements in the automotive industry.

When he's not busy running a dealership, Mr. Morgan enjoys his other passions, which include working on his own collectible automobiles, participating in area car club shows and boating. In addition, he and his wife, Karin, spend time with their four greyhound dogs, which they rescued from Greyhounds Unlimited and Texas Italian Greyhound Rescue.

When asked if he had anything he'd change about his life or career, he simply answered, "I would have been involved with Frisco many years earlier."

Amanda VanCura is a freelance writer living in Plano.