

# Finding Aid to The HistoryMakers® Video Oral History with Thomas Moorehead

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Moorehead, Thomas, 1944-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Thomas Moorehead,
<b>Dates:</b>	September 23, 2019
<b>Bulk Dates:</b>	2019
<b>Physical Description:</b>	10 uncompressed MOV digital video files (4:25:28).
<b>Abstract:</b>	Auto sales entrepreneur and real estate developer Thomas Moorehead (1944 - ) was the first African American awarded full-service franchises with Rolls Royce, Lamborghini, and McLaren. Moorehead was interviewed by The HistoryMakers® on September 23, 2019, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2019_102
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Auto sales entrepreneur and real estate developer Thomas Moorehead was born on April 21, 1944 in Monroe, Louisiana to Minnie Mae Thomas. In 1962, he graduated with honors from the segregated Carroll High School; and, in 1966, he earned his B.A. degree in business administration from Grambling State University. Moorehead then received his master's degree in social work from the University of Michigan in 1971.

Moorehead was hired by Mobile Corporation in 1966, and then Chrysler Corporation in 1969, where he worked as a systems analyst. After participating in development programs at the Chrysler Management Institute and the United Auto Workers Training Institute, he accepted a job at the University of Michigan as director of community services. Here, he taught graduate students at the School of Social Work while working on his Ph.D. in urban and regional planning. He left the University in 1984 to work at Bradley Automotive Group in Ann Arbor, Michigan. Moorehead was accepted into the first in-house Dealer Training Program at General Motors, and graduated in 1985. He opened his first dealership, Moorehead Sentry Buick/Isuzu in 1987 in Omaha, Nebraska, and sold it in 1995 upon opening Moorehead Buick/GMC Trucks in Decatur, Illinois. In 1998, Moorehead was awarded one of the three sites for a new BMW dealership in Sterling, Virginia by the National Association of Minority Auto Dealers (NAMAD). He sold his dealership in Decatur in 2000 with the opening of Moorehead BMW/Mini of Sterling. The following year, he founded and became president of Moorehead Properties, Inc. In 2007, he became the first African American owner of the Marriott Residence Inn at the National Harbor Resort and Convention Center in Maryland. In 2013, Moorehead became the first African American awarded a full-service Rolls Royce franchise with the opening of Rolls Royce Motorcars of Sterling. He then purchased Harley-Davidson of Washington D.C. in Fort Washington, Maryland in 2014; and, in 2016, he became the first African American Lamborghini and McLaren dealer. Moorehead sold Harley-Davidson of Washington D.C. in 2018 and resigned as CEO in 2019, but remained as owner and chairman of the board.

Moorehead has received many awards for his work in the auto industry, and has served on numerous boards,

including two terms on the Motor Vehicle Dealer Board in Virginia, and as chairman of NAMAD from 2013 to 2015. He is also a cofounder of the African American Network Against Alzheimer's; and, in 2004, he and his wife established the Joyce & Thomas Moorehead Foundation.

Moorehead resides in Virginia with his wife, Joyce. They have two adult children, Tony and Pam, and two grandchildren, Alexis and Alexander.

Thomas Moorehead was interviewed by *The HistoryMakers* on September 23, 2019.

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## Scope and Content

This life oral history interview with Thomas Moorehead was conducted by Larry Crowe on September 23, 2019, in Washington, District of Columbia, and was recorded on 10 uncompressed MOV digital video files. Auto sales entrepreneur and real estate developer Thomas Moorehead (1944 - ) was the first African American awarded full-service franchises with Rolls Royce, Lamborghini, and McLaren.

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## Restrictions

### Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

### Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

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## Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

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## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Moorehead, Thomas, 1944-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews  
Moorehead, Thomas, 1944---Interviews

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## Organizations:

HistoryMakers® (Video oral history collection)

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The HistoryMakers® African American Video Oral History Collection

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## Occupations:

Auto Sales Entrepreneur

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Real Estate Developer

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## HistoryMakers® Category:

BusinessMakers

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## Administrative Information

### Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

### Preferred Citation

The HistoryMakers® Video Oral History Interview with Thomas Moorehead, September 23, 2019. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

### Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

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## Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_001, TRT: 1:29:53 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_002, TRT: 2:30:29 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_003, TRT: 3:31:03 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_004, TRT: 4:28:39 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_005, TRT: 5:29:58 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_006, TRT: 6:29:25 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_007, TRT: 7:30:27 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_008, TRT: 8:30:32 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_009, TRT: 9:12:45 ?

Video Oral History Interview with Thomas Moorehead, Section A2019\_102\_001\_010, TRT: 10:12:17 ?