

Asbury Automotive Enters Princeton Market *Bel Air Partners Attracts Asbury into a new Geographic Area*



Skillman, NJ, December 2007: Asbury Automotive expanded its retail network northward by acquiring Princeton BMW/Mini. Denise Wood, the former owner of the dealership, and her entire management team will continue to operate the dealership. They will also oversee renovations at the current Route 1 facility and the construction of a state-of-the-art service and pre-owned vehicle sales facility.

“The brand itself is a wonderful brand; it’s a wonderful management team. It’s one of those acquisitions that you just don’t want to miss,” said Michael Kearney, a senior executive with Asbury Automotive.

“We saw Princeton BMW/Mini as an extraordinary dealership and identified Asbury Automotive as the operator who could best profit from the opportunity,” added Todd Berko, managing director, Bel Air Partners. “We see Asbury’s investments in new facilities as key to its expanding profits and improving customer satisfaction.”

Bel Air Partners, LLC brings national vehicle dealership buyers to local markets. Universally recognized as the nation’s leading mergers and acquisitions firms focused on automotive retailing, Bel Air Partners has assisted in the sale or purchase of over 125 franchises representing over \$4.5 billion in revenues.