

For Immediate Release
December 1, 2015

Contact: Joe Serra
Serra Automotive
jserra@serrausa.com
810-919-4070
Contact: Jerry Zezulka
Serra Traverse City
954-347-6001
jerry.zezulka@serratc.com

SERRA AUTOMOTIVE

SERRA AUTOMOTIVE FINALIZES PURCHASE OF CHERRY CAPITAL CADILLAC-SUBARU, TRAVERSE MOTORS, INC. AND TRAVERSE CITY AUTO PLAZA

Traverse City, MI...Serra Automotive has announced that they have added seven automotive franchises and three dealerships to its automotive group with the purchase of Cherry Capital Cadillac-Subaru, Traverse Motors Audi-Toyota-Volkswagen and Traverse City Auto Plaza, offering the Nissan and Volvo brands.

According to Serra Automotive President Joe Serra, the paperwork finalizing the deal was signed late yesterday afternoon.

“Grand Traverse is one of the most beautiful areas in our great state,” says Serra. “We couldn’t be more thrilled to be growing with such an exciting and vibrant community.”

Besides changing the signs and some updating of the facilities, almost everything else will remain the same, which includes moving forward with the current outstanding team of employees.

“Our newly-acquired dealerships have enjoyed tremendous success,” says Serra. “Our job is to build on that success and continue to work toward delivering the ultimate customer experience.”

The Serra organization has named Jerry Zezulka, with 30 years experience in the retail automotive industry, Executive Manager of the Traverse City operation.

MORE-MORE-MORE

“Both locations have general managers and Jerry will be the point person coordinating our efforts,” explains Serra. “Jerry’s been in our organization since 2010 and brings a strong and proven financial and automotive background to the table. Dedicated and driven, he is the ideal candidate for the position.”

A native of greater Chicagoland, Zezulka is married and has two grown daughters. He and his wife, Liz, have lived in Grand Rapids since 1994 and will be relocating to the Traverse City area.

Serra Cadillac-Subaru of Traverse City, formerly Cherry Capital, is located at 1747 South Garfield Avenue and Serra Audi-Nissan-Toyota-Volkswagen-Volvo of Traverse City, formerly Traverse Motors Inc., is located at 1301 S. South Garfield Avenue. Both are between Parsons and W. South Airport Roads just west of Cherry Capital Airport.

Serra Automotive, headquartered in Grand Blanc, Michigan ranks among the top ten privately-held automotive groups in the nation. With the acquisitions in Traverse City, the network is now comprised of 52 automotive franchises and 34 dealerships in seven states, including Michigan, Illinois, Indiana, Ohio, Tennessee, New Jersey and Colorado.

###