

Bommarito

AUTOMOTIVE GROUP
bommarito.com
Missouri's #1 Automotive Group

HISTORY AND FOUNDER OF THE BOMMARITO AUTOMOTIVE GROUP



Frank Bommarito began his career as a car jockey and car washer in 1952, at a local GM dealership. After returning from two years of active duty in the Navy during the Korean War, he advanced to New & Used car sales. Mr. Bommarito received many sales awards during his career and was ranked as high as 8th in the nation in retail sales. He became a Sales Manager at one of Missouri's largest GM dealerships.

In 1971, General Motors Corporation awarded Frank Bommarito the coveted Oldsmobile franchise in Ellisville, MO.

General Motors felt that Frank Bommarito had proven to be an excellent Sales Manager and that he possessed a unique ability to train, motivate and manage personnel. After only one full year in business, Bommarito Oldsmobile became Missouri's largest Oldsmobile Dealership! He maintained leadership status as one of the top ten Oldsmobile dealerships in the country throughout his career.

The success of the Oldsmobile franchise created many other opportunities for Mr. Bommarito. In 1972, the GMC Truck and Van Center were added; and in 1979, the Mazda franchise was added. Frank Bommarito Mazda in Ellisville has enjoyed tremendous success by being Missouri's largest Mazda dealer for the past thirteen (39) years! In 1989, the Infiniti franchise was added. With the growth of the sport utility segment, the Isuzu franchise was added in 1992.

Mr. Bommarito's success wasn't confined to Ellisville. In 1982, Mr. Bommarito purchased the North County Nissan franchise, which is now located in Hazelwood, Missouri. It has become, and still is, Missouri's largest volume Nissan dealership.

Bommarito Oldsmobile-Cadillac-Mazda franchise were added in 1992 in St. Peters, Missouri, and have enjoyed prosperity in one of the fastest growing markets in the Midwest.

In 1998, Frank Bommarito handed over the reigns to the business to his son, John Bommarito, after his immediate success with the St. Peters location. Early on it was evident that the faith of the Bommarito Empire was in good hands. With John's leadership abilities and dedication, he put in place his plans for the future of the Bommarito Automotive Group.

The success and continued growth of the Bommarito Automotive Group was never more evident than in February 2001. John's tenacity for hard work, combined with his determination and outstanding negotiating skills, led to the acquisition of our fourth dealership location in South County. This new addition, Bommarito Pontiac-Mazda South, added another new car brand to the Bommarito "Family of Dealerships"...Pontiac!



In September 2001, the Bommarito Automotive Group added another new car franchise to our Ellisville location...Suzuki.

With the big announcement by General Motors that it was phasing out one of its oldest brands, Oldsmobile, John was back hard at work again. In compliance with General Motors Oldsmobile Transition Program, the Bommarito Automotive Group was transitioning out of the Oldsmobile brand and making plans to acquire a new franchise at the Ellisville location.

In June 2004, the Bommarito Automotive Group added the Buick franchise, strengthening our Bommarito "family of dealerships."

In September 2006, the Bommarito Automotive Group continued its well-calculated growth strategy by being awarded the coveted Honda and Volkswagen franchises in Hazelwood, Missouri. In addition, the Bommarito Automotive Group will sell and service Volkswagens at our St. Peters Automotive platform as well.

In May 2007, the Bommarito Automotive Group was honored to be awarded the highly coveted luxury line, Audi. Audi awarded the Bommarito Automotive Group this new high-line point in the highly educated and affluent West St. Louis County area in Ellisville, Missouri.

In June 2008, the Pontiac brand was replaced with the coveted Chevrolet franchise at our South County platform. At the same time though, we were awarded a new Pontiac franchise at our West County platform in Ellisville, Missouri. This gave us the Buick-Pontiac-GMC brands all under one roof. However, the Pontiac franchise was short lived. General Motors announced the elimination of the Pontiac brand from their lineup shortly thereafter. In August 2010, the Pontiac franchise was eliminated from our Ellisville platform.

In August 2008, we launched a new Volkswagen Market Place Design Facility in St. Peters, Missouri, and in October 2008, we launched another Volkswagen Market Place Design Facility in Hazelwood, Missouri as well.

Still, we were not finished making our vision a reality. In March 2011, at our South County platform, we completed a new renovation of our successful Chevrolet facility utilizing the all-new Chevrolet Facility Image Program. Within a few short months, at this same platform, we launched our third new Mazda Retail Revolution Facility in May 2011

But John wasn't done. He put his vision into action once again. While all of the action was going on at our South County platform, he also was keeping a watchful eye on other opportunities to strengthen our automotive group. In March 2011, we added the Ford brand to our Hazelwood platform, giving us another great domestic product in our "family of dealerships".

In October 2011, we began yet another renovation project. Ensuring our vision and reality are aligned, our highly coveted Cadillac single line facility in St. Peters, Missouri began a new look with the Cadillac Facility Image Program. This project was complete in May 2012.

In June 2015 and in August 2015, we began two more major renovation projects. Our Ford brand in Hazelwood, MO was updated to reflect Ford's new Image program, while our domestic brands of Buick-GMC also underwent GM's new Image Facility program for a GM Legacy Dealer.

In July 2015, the Bommarito Automotive Group obtained a second Nissan Franchise in the affluent West St. Louis County of Ballwin, MO. Already, in a relative short period of time, the Bommarito influence has had an impact with sales steadily climbing each month.

In August 2016 the Bommarito Automotive Group had another great opportunity to strengthen our Bommarito Portfolio of brands by adding the coveted Toyota Franchise in Hazelwood, MO. The addition of the Toyota brand to our portfolio of brands will allow us to capture yet another number one spot in this world class segment.

In January 2017, an unprecedented relationship was formed with Gateway Motorsports Park in Madison, Illinois. A multi-year agreement was designed with Gateway Motorsports Park Owner and CEO Curtis Francois and Bommarito Automotive Group President, John Bommarito. This agreement and sponsorship, for the first time in many years, brought back excitement and enthusiasm for world class racing in the St. Louis Region, along with a truly international event! The Bommarito Automotive Group 500 was announced at the 2017 St. Louis Auto Show. The inaugural INDYCAR Series Event, with the Bommarito Automotive Group as the title sponsor, brought to Gateway Motorsports Park all of the cars and stars of the Indianapolis 500. It also brought America's best drivers as well as competitors from Australia, Brazil, Canada, Colombia, France, Japan, New Zealand, Spain, United Arab Emirates and the United Kingdom. This truly unprecedented partnership is just the beginning of things to come, and already has had tremendous economic impact within St. Louis Bi-State Region!

In November 2017, John Bommarito was nominated, and appointed as one of the Directors of the St. Louis Sports Commission.

The plan that Frank and John set in motion nineteen years ago with the appointment of his son, John J. Bommarito at the helm, was in place. Our vision was to have "a vehicle in our portfolio for every type of buyer." We now can drive home our mission, "one Bommarito vehicle in every drive way." Nineteen years ago a vision, today a reality!

It is clear to see, with John Bommarito at the helm, Frank left the future of the Bommarito Automotive Group in good hands, and we all know, there is plenty more to come!