

Bommarito

AUTOMOTIVE GROUP

bommarito.com
Missouri's #1 Automotive Group

At Bommarito, we pride ourselves in the level of expertise of top management. We believe this is a key factor in the history of our automotive success.

The following is a synopsis of our lead team member, Mr. John Bommarito, President. John has been very instrumental in the development of the Bommarito Automotive Group, and it's continued growth.

John J. Bommarito – President

John is a product of an automotive family that prides itself on a strong and continuous work ethic. Born on April 25, 1965, he was parking and washing new car deliveries at age twelve. By fifteen, he was promoted to the service department to see and learn how the “backbone” of the organization ran. This proved to be very valuable in later years.

While attending Christian Brothers College High School, he spent after school hours working at the Ellisville automotive location. After graduating in the top two percent of his class, he accepted one of many academic scholarships to attend Eckerd College. There, he pursued his Psychology/Premedical degree.

John graduated with honors in 1987, and was accepted to Stanford University Medical School. At this time, he took a year off to put to rest his strong automotive desires. The rest is history!

John's early days included selling new Mazda's. However, with his burning desire and talents in the automotive industry, he proceeded to the Nissan location as the Finance Manager. Shortly thereafter, he became the Sales Manager.

At the same time, Bommarito Automotive Group had grown to include a nation wide subsidiary known as Bommarito Cellular. John transferred to this division as General Manager and achieved record-breaking sales, year after year! After establishing over forty retail stores and a wholesale Distributorship (one of only three) of Nokia Mobile phones in North America, he ventured off to focus on furthering the family automotive enterprise.

In 1992, John was approached by General Motors to purchase an Oldsmobile-Cadillac store from bankruptcy. The vehicle of finance was his self-made savings and the ultimate automotive management class General Motors Holdings Division.

Soon thereafter, Mazda was added to the lineup, making this location the home for all of St. Peters residence's automotive needs. The store now averages over 280 units per month, exceeding by far the 25 units per month it was selling prior to his take over.

More recently, the St. Peter's store was awarded Mazda's most prestigious award recognizing the top 40 dealerships nationwide, the President's Club award!



Today, our St. Peter's dealership ranks 4th in the South Central Region in Cadillac sales, and Mazda is 2nd in the St. Louis Metro area (our Ellisville store ranking number one). As the earning potential of the community grows, this location continues to grow exponentially. With all the success and growth, and requested by Mazda's past president, Richard Beattie, John served on Mazda's National Dealer Council, as well as many other National Dealer Councils.

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. Currently ranked number 1 and 2 in the St. Louis Market place.

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.

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!