

# Bommarito

## Missouri's #1 Automotive Group There can only be One #1

Source- Bureau of MO. Auto Registration.

Missouri's #1 Automotive Group

46<sup>th</sup>  
year



Frank J. Bommarito CEO & Founder  
*Experience the Difference!*  
Bommarito.com

TO:  
FROM:  
RE:

St. Louis Area Residents

Frank Bommarito

This Is Frank Bommarito  
With My Final Post Article

I will begin this final Post article with some history of my company and its advertising.

In 1971, while managing a high volume GM dealership, I was offered a chance to build and own a brand new Oldsmobile dealership, located in what was then the small almost rural town of Ellisville, MO. Even though I was born and raised in St. Louis, I didn't exactly know where Ellisville was located. However I did not hesitate to accept GM's offer and challenge. Later I found out that a powerful, high-volume Olds dealer out of Chicago visited the Ellisville location and turned it down. I was GM's second choice.

The last 46 years tells me I made a great choice in believing in the Lord, General Motors, Oldsmobile and Ellisville, MO.

With most of my auto sales experience being high volume, I knew I had to find a new way to advertise to ensure volume sales and bring customers down a two lane Manchester Rd. to Ellisville, MO.

In August of 1971, I turned to the Post-Dispatch, the evening newspaper, and the morning news Globe Democrat to launch Frank Bommarito Oldsmobile using my brand new Price Sells Cars advertising campaign.

This brand new, money-saving Price Sells Cars message worked so well, soon Frank Bommarito Oldsmobile became number one in Missouri and began a journey to successfully acquire other franchises, and hence began today's Bommarito Automotive Group.

Now enter 2008, with a devastating recession that cut car sales in half, bankrupted General Motors and Chrysler and many car dealers nationwide. My challenge in 2008 was to find a new way to advertise to relaunch the Bommarito Automotive Group in a down market while other car dealers hunkered down.

Once again I turned to the Post-Dispatch with our new advertising idea. I began writing full page articles in the business section of the Post, mostly using input from my customers, acquaintances, people who stopped me on the street, etc., who had big questions about the economy, the recession, the auto industry and our current government policies. I often used their voice and questions to write this weekly article.

I soon found out that Post readers liked that I ended these articles with an unbeatable Price Sells Cars money-saving offer.

This full page Post article was a new and different way to sell cars and Post readers have enjoyed their participation in it for over ten years and they played a big factor in making Bommarito Missouri's number one automotive group. Some articles even received national recognition.

I want to personally thank the Post-Dispatch readers for their continued support as this marks my last article.

This is Frank Bommarito, and I will always be reminding you to come to a Bommarito Automotive Group location to get the best all-around car deal. We're in your neighborhood, where price sells cars.

Sincerely,

*Frank J. Bommarito*

Frank J. Bommarito  
CEO & Founder  
Bommarito Automotive Group



follow us @bommaritoauto

**"WHERE PRICE SELLS CARS"**  
*Bommarito.com*

"20 Franchises - We are in your neighborhood."

**SALES - SERVICE - PARTS - COLLISION REPAIR**

Audi  
Truth in Engineering  
636-391-7228



INFINITI  
636-391-9400



Cadillac  
636-928-2300

HONDA  
314-731-9777



CHEVROLET  
314-487-9800



Volkswagen  
(2 Locations)  
St. Peters Hazelwood  
636-928-2300 / 314-731-7777



314-731-1222



MAZDA  
(3 Locations)

West St. Peters South  
636-391-0073 / 636-928-2300 / 314-487-9800

GMC  
636-391-7200



BUICK  
636-391-7200



TOYOTA  
Let's Go Places  
314-731-0911



NISSAN  
(2 Locations)  
Hazelwood West  
314-731-2228 / 636-394-0330



West County / South County  
St. Peters / Hazelwood

*Bommarito.com*