PRIME
AUTOMOTIVE GROUP

OFFICIAL PRESS RELEASE

PRIME AUTOMOTIVE GROUP HONORS VETERANS ALL MONTH LONG

Prime Gives Back To Those Who Gave So Much For Our Country

Westwood, MA – Prime Automotive Group, with dozens of dealerships in New England, New Jersey, and New York, found a way to celebrate veterans not just on Veterans Day, but all month long. For the entire month of November, Prime is offering specials on sales and service for both current and former members of the armed forces.

ROTC students from Haverhill High School participating in the Disabled and Limbless Veterans 5k event, sponsored by Prime.

"We are extremely grateful for their service in protecting our country," said Todd Skelton, CEO of Prime Automotive Group. "In addition, I am sure there are large members of veterans in our customer base and we wanted to find a way to honor them, so we developed these specials not only for Veterans Day or even Veterans Week, but for the entire month of November."

For active or retired members of the armed forces, Prime Automotive will provide an additional $1,000 over the Kelley Blue Book Instant Cash Offer value toward the purchase or lease of an in-stock vehicle. As for service, current and retired military service personnel will receive 20% off recommended repairs or maintenance, up to $150. In addition, Prime offers a multi-point vehicle inspection and report, a top-off of all fluids, a battery test and a check of tire pressure with an adjustment if necessary.

Prime has a history of supporting veterans. Disabled and Limbless Veterans has been a primary charity for the past five years. The company donates $15,000 a year to the group and

also sponsors a 5K event with vendor partner ADESA auto auctions. Most years, the event raises more than $90,000.

   In addition, Prime has supported the Military Friends Foundation, the VFWs of Hyannis and NH, the Warrior Brotherhood, the Travis Mills Foundation and the Wounded Warriors Project.