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## OFFICIAL PRESS RELEASE

### PRIME AUTOMOTIVE BREAKS GROUND ON 55,000 SQUARE FOOT FACILITY IN MANCHESTER, NEW HAMPSHIRE

Governor, Mayor and Other Dignitaries Support Economic Development Initiative  
Manchester, NH – Prime Automotive, one of New England’s largest dealership groups, today broke ground on a new 55,000 square foot Subaru facility in Manchester, New Hampshire. The new building, which is opening in the Summer of 2021, will offer both sales and service. Prime CEO Todd Skelton, who was Master of Ceremonies at groundbreaking event, said “Prime has been part of the Manchester Community for many years and we are excited to expand our presence there.”

Approximately 150 construction jobs were created by this project. There will be about 85 new jobs when the Sales and Service Center opens.

A special guest at the groundbreaking was New Hampshire Governor Chris Sununu who praised Prime for their charitable contributions to the community. “I am thrilled to join with the entire Subaru team for the groundbreaking of the new Prime Subaru facility in Manchester,” said Governor Chris Sununu. “This project will bring over 150 new construction jobs to the Queen City. I’m confident that this dealership will serve the community well for decades to come.” Prime presented a check to the local chapter of the YWCA which was accepted by their CEO Jessica Cantin.

Manchester Mayor, Joyce Craig, attended as well and delivered her appreciation towards Prime for continually supporting the Manchester community. “Prime Subaru has been a mainstay on Manchester’s West Side for years. And it says a lot that even during this challenging time, Prime Subaru is expanding their footprint in the City. This investment in Manchester benefits our entire community, from good jobs, increased economic development, local partnerships, and



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more. I want to thank everyone from Prime Subaru for your commitment to our community. By investing in property, and investing in people, you're investing in Manchester, and for that, I'm grateful."

Executive Councilor for District 4, Ted Gatsas also shared his remarks. "I am pleased to see the new Prime Subaru rise from the ground, creating new jobs and setting up Manchester to continue its growth as the largest city in New Hampshire."

Prime has a Mercedes dealership in Manchester right near the new facility. In addition, there is an existing Subaru Sales and Showroom on Second Avenue which will remain open to serve Prime customers until the new facility is completed. Together, those two dealerships account for more than 100 jobs. The new Subaru dealership intends to add a few additional employees.

"Subaru of New England is excited to break ground here in Manchester which is one of our largest New England markets." Stated Ernie Boch Jr, President and CEO of Subaru of New England, Inc, "We feel that the timing is perfect for both the Prime Group and Subaru of New England (SNE) to better support our customers in Southern New Hampshire. The opportunity to grow our business here in the Granite State is extraordinary. Subaru is the third largest automotive brand in New England and this new facility is going to help us grow even stronger."

After guests gathered for the actual groundbreaking, Skelton invited them to a socially distanced lunch. He also invited them back for the ribbon cutting for the new facility in the Summer of 2021.