

Date: March 24, 2021
Topic: Mazda Groundbreaking
Doc ID: 109972575v.1



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PRIME AUTOMOTIVE HOLDS MAZDA GROUNDBREAKING RIGHT AFTER MASSACHUSETTS GATHERING RESTRICTIONS ARE LIFTED



Top Mazda Dealer in New England will get a New Home

Westwood, MA – Prime Automotive Group, one of the largest dealerships in New England, chose the day after Massachusetts restrictions on public gatherings were relaxed to hold a socially distant groundbreaking in Westwood. The occasion was a ceremonial event for an upgraded and expanded building that will double the size of Prime’s current Mazda store in Norwood. It is the only Mazda store in the Prime portfolio, but it is the number one certified pre-owned Mazda dealer in New England. In addition, Prime Mazda is the number two dealer for new cars in the region.

“This significant expansion should allow us to be number one in both Mazda new car and certified pre-owned vehicles in New England,” said Todd Skelton, CEO of Prime. “This major investment will allow us to double our sales and service capacity to better serve our current customers and attract some new ones as well.”



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Local non-profit organization Westwood Community Chest was selected by Prime Automotive as its charitable partner for the event. Representatives Sarah Duggan and Elaine Beattie were on hand, expecting to receive a generous \$5,000 donation from the auto dealer. Imagine their surprise when, in the middle of the ceremony, Skelton rewrote the check to double the amount to \$10,000!

Approximately 50 employees will work in the new facility. Designed by the Curtis Architectural Group and built by Maggiore Construction Corporation the store will generate approximately 40-45 construction jobs. It will join numerous other Prime dealerships, and Prime's headquarters, along the famed Auto Mile in Westwood and Norwood.

The event was attended by State Senator Mike Rush and State Representative Paul McMurtry along with Mazda Northeast Operations Zone Manager Lynn L'Heureur. The Town of Westwood was represented by Nora Loughnane, the Director of Community & Economic Development.

The new dealership will open in the summer. In the meantime, customers will continue to be well served at Prime Mazda at 920 Boston Providence Highway in Norwood.