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OFFICIAL PRESS RELEASE

Announcing New Prime Pickup Service

In order to maintain their premier level of customer service, even in unprecedented times, Prime Automotive Group ("Prime") is announcing that they will immediately begin "Prime Pickup", a vehicle pickup and delivery service. Cars can be delivered to customers' locations for test drives and, of course, newly purchased vehicles can be dropped off at a customer's front door. In addition, if autos are in need of repair or maintenance, Prime employees will pick them up and drop them off when service is complete (mileage restrictions may apply).

Prime has already instituted precautions in the wake of the COVID-19 outbreak. These range from employee health and safety protocols to extra sanitary measures in all areas of the dealerships. Cars that are being delivered or serviced will be sanitized as much as possible. Particular attention will be paid to "high touch" areas such as steering wheels, door handles, gear shifts, etc.

This service will only be offered in areas where it complies with government directives. Should sheltering or other relevant measures be required Prime will, of course, adapt its program.

"During this time, customers have so many concerns, with the primary one being the health and safety of themselves and their families," said Todd Skelton, CEO of Prime Automotive Group. "If we can be supportive in a small way by offering this service, we are very happy to do so."

Prime customers who wish to take advantage of this service should contact their local dealership sales or service associate for details. <https://www.driveprime.com>