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Prime Automotive Group Releases Prime Disinfecting System

As dealerships fully open this week in Prime Automotive Group's home state of Massachusetts, the megadealer rolls out a new way to keep both customers and employees safe. "Prime Disinfecting" is a system for the high touch areas of a vehicle that can be quickly and easily applied. The automotive virucide is called BenzaRid, an EPA-approved product which manufacturer Siskin Enterprises, Inc. says is "proven to destroy human Coronavirus in 10 minutes."

"Prime Disinfecting" sanitizes a car, truck, SUV or crossover before an employee enters it and again before a customer returns to it. When a vehicle is brought in for service, a masked and gloved Prime Associate implements the treatment and also applies PPE such as steering wheel, seat and floor mat covers for his or her own protection before driving to the service area. Then the same process is repeated for the customers' safety, right in front of them, before the vehicle is turned back to the owner. A similar scenario takes places when a customer comes to Prime for a test drive or to pick up a new vehicle.

"We reviewed numerous products and disinfecting systems to find the right combination that would be safest and most effective for both our customers and our associates," said Todd Skelton, CEO of Prime. "'Prime Disinfecting' has the power to kill the virus that causes COVID-19, but the BenzaRid product is safe enough that the EPA chose it for use in their own offices." The majority of Prime stores are in Massachusetts where state regulations allowed them to fully open this week, with restrictions, for the first time since the pandemic began in March. "Prime Disinfecting" is an added incentive for customers to come in and see vehicles being sanitized right before their eyes.

"Prime Disinfecting" is a \$100 value. However, it is currently being offered to customers for a limited time for free. It is a complimentary part of the overall touchless vehicle process. In



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addition, healthcare workers can experience “Prime Disinfecting” any time during this same period without charge, whether or not they are servicing or purchasing a vehicle.

“Since the dealerships were allowed to reopen showrooms on Monday, we have already seen an increase in foot traffic and in sales,” said Skelton. “Our May numbers were already trending upward significantly and we expect an even greater boost with the restrictions lifted.”