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Prime Automotive Group Announces Pre-Reopening Sales Data

Prime Automotive Group has 56 stores and the state with the largest number of them in Massachusetts. With that state allowing dealerships to fully reopen earlier this month, Prime had good news to share even before the resumption of activity in Massachusetts. Sales were up by 146% for both new and pre-owned vehicles from the previous month in the April to May time frame.

Month-to-month sales figures show that for new vehicles, 1107 were sold in April compared to 2728 in May. On the pre-owned front, 1133 cars, trucks, SUVs and crossovers were moved off the lot and into the hands of new owners in April versus 2788 in May.

“The pent-up demand created during the early phases of the pandemic is playing out in a big way,” said Todd Skelton, CEO of Prime Automotive. “Customers are excited about trading in their vehicles and leasing newer models using our touchless sales processes designed to keep clients and employees safe.”

Skelton expects even better figures for month over month sales from May to June. Traffic, both in showrooms and online, has been exceptionally strong.