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## OFFICIAL PRESS RELEASE

### Luke Brown Named General Manager: Prime Toyota Route 2

Prime Automotive Group today announced that it has promoted Luke Brown of Prime Toyota Route 2 to the position of General Manager. Luke will oversee the Lancaster, MA store. That dealership received the Toyota President's award last year, the highest honor given by the manufacturer for excellence in sales and service.

A resident of Fitchburg, Luke is presently a General Sales Manager for Prime, a position he has held since 2017. In that role, he was responsible for all variable operations including inventory, sales and training. He joined the company as a Sales Manager.

"Luke has knowledge of and experience with sales, financing and operations," said Pete Lebish, Chief Operating Officer of Prime Automotive. "That background, plus his demonstrated leadership, give him the skill set required to be a General Manager at Prime."

Brown came to Prime from Norm Wagner Toyota where he was Finance Manager and was then promoted to Finance Director. He developed and maintained relationships with clients and manufacturers and oversaw all aspects of financing and warranties. Brown began his career at Norm Wagner Toyota as a salesman.

Brown received his degree from Wachusett Community College. He also received a Toyota Leadership Certificate from Bryant University in Rhode Island earlier this year. Brown won the Toyota Sales Excellence Award in 2017 and 2018.