



Serramonte Ford Breaks Ground on Innovative Renovation

Redesign concentrates on optimizing efficiency and customer experience

COLMA, CA, (April 19, 2017) – In response to strong and consistent growth in demand for Ford products and services, Serramonte Ford officially announced that it will break ground for their new renovation project this week. This effort will implement some of the most efficient new concepts in automotive sales and service workflow, integrated with features and aesthetics that address the lifestyle needs of today's automotive customer.

“We are extremely excited to begin this next chapter in Serramonte Ford's history,” said Serramonte Ford General Manager, Sohail Tabar. “Dynamic growth of a community may seem cliché until you realize it drives actual brick and mortar investment. But we've taken the time to blend our dealership's substantial expertise with the latest insights into workflow and technology to create a highly effective plan. Coupled with invaluable guidance from Colma city leadership, we are confident that this remodel will effectively support significant growth into the future.”

Since Serramonte Ford is the official Ford dealership of San Francisco and the communities south through Pacifica and Millbrae, its customer base draws from a population of over a million people. The diversity of this audience far exceeds that of most automotive dealerships, but the concepts of safety, value, affordability, environmental impact and dealing with commute challenges are universally shared. Ford products have evolved to address these concerns incredibly well, which has fueled the growth in demand that is being experienced now.

A celebration of this groundbreaking will take place on Wednesday, April 19th and will include local dignitaries, representatives of Ford Motor Company, and members of community organizations. Serramonte Ford is a Berkshire Hathaway Automotive affiliated dealership. To learn more about Serramonte Ford, please visit their website at www.serramonteford.com.



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Serramonte Ford:

Serramonte Ford, founded in 1971, is the official Ford Motor Company franchise throughout San Francisco, and extending south through Pacifica and Millbrae. With over 45 years of experience and history, Serramonte Ford leverages strengths in technology and staff proficiency to be one of the largest volume and most successful automobile dealerships in Northern California.

Serramonte Ford's focus is on providing the highest level of service for new and used automotive sales, as well as expert maintenance and repair services. They are also a significant retailer of Genuine FORD® and Motorcraft® Parts for the Bay Area. In addition, dedication to matters of equality and community support are integral cornerstones of Serramonte Ford's corporate principles, as evidenced in its collaborations with organizations such as Relay For Life, Oasis For Girls, S.F. Pride, F.A.A.E/Pistahan and the Pacific Coast Fogfest. Find Serramonte Ford at 999 Serramonte Boulevard in Colma, CA or online at www.serramonteford.com.

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