

LEADCAR®

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LeadCar® Accelerates Growth with Addition of New York Honda Dealership

LeadCar® Honda Yorkville Becomes Seventh Dealership Location for the Wisconsin-Based Automotive Group

Prairie du Sac, WI— LeadCar® recently added to its portfolio of automotive dealerships on October 27, 2021, when Jason R. Brickl, Founder of Brickl Companies and CEO of LeadCar Systems, Inc. announced the asset acquisition of the Carbone Chevrolet and Carbone Buick GMC franchises from Lithia Motors, Inc. **Today, Brickl announced the acquisition of the Carbone Honda franchise from Lithia.**

Effective today, the newest LeadCar® Company—LeadCar Honda Yorkville—bring the organization’s dealership count to seven locations in four states. The Honda dealership will continue seamless operations at the dealerships’ state-of-the-art facility located at 5009 Commercial Dr. in Yorkville.

“I’d like to welcome the newest members of the LeadCar® family from Carbone Chevrolet, Carbone Buick GMC, and now Carbone Honda—we are thrilled to have them join us. Their entrepreneurial spirit, creativity, and unique ideas will keep LeadCar® at the forefront of automotive retail well into the future.” Brickl said.

Brickl also noted that the transition from Lithia’s Carbone brand to LeadCar® had gone as well as he’s seen in his twenty-plus years in automotive retail, “The entire team at Lithia performed exactly as they promised. We would welcome the opportunity to work with them again on future automotive ventures.”

Brickl has selected Daniel E. King as President & Managing Partner of the Utica and Yorkville market dealerships. King, who has more than 15 years’ experience in the automotive industry, was previously a General Manager at other dealerships owned by Brickl and was most recently Market General Manager of EchoPark Automotive, a Sonic Automotive Company. Regarding the opportunity to serve the dealerships’ longstanding

customer base, King said, “Our customers deserve the best, so I look forward to providing them the same next-level service that LeadCar® customers have come to expect. I’ve lived in the central NY area my entire life, so it’s my priority to be an important contributor to the fabric of the Utica and Yorkville communities.”

About LeadCar®: LeadCar®, headquartered in Prairie du Sac, WI, includes Toyota of Wausau in Wausau, WI; Toyota of La Crosse in La Crosse, WI; Toyota of Mankato in Mankato, MN; Audi Kirkwood in St. Louis, MO; LeadCar Chevrolet Yorkville and LeadCar Honda Yorkville in Yorkville, NY; and LeadCar Buick GMC in Utica, NY.

LeadCar®, part of Brickl Companies, was founded on three basic principles: 1) entrepreneurship and independence of dealership management, 2) simplifying automotive retail processes through innovation, and 3) being part of the fabric of the local community.

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