

LEADCAR®

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LeadCar® Announces Entry into Pennsylvania with Toyota Dealership Acquisition

Toyota of Hazleton will join the expanding automotive retailer's nationwide family as its fourth Toyota dealership.

Prairie du Sac, WI— LeadCar® has added to its growing number of automobile dealerships on January 9, 2023, when Jason R. Brickl, Founder of Brickl Companies and CEO of LeadCar Systems, Inc. announced the asset acquisition of the Toyota franchise from Independence Auto, Inc., owned by Robert Weiss and Brian Musgrave.

Effective today, the newest LeadCar® dealership—Toyota of Hazleton—will continue seamless operations at the dealerships' newly constructed Image USA II facility located at 730 Airport Rd. in Hazleton, PA. "With the addition of our fourth Toyota dealership, we are pleased to build upon our successful fifteen-year partnership with Toyota while broadening LeadCar®'s existing presence in the Northeast", Brickl said.

Brickl has selected Christopher E. Cass as President & Managing Partner of the dealership. Cass, who has more than 25 years of retail experience in the automotive industry, was previously President & Managing Partner at Toyota of Mankato located in Mankato, MN, also owned by Brickl.

Drew Picon, Managing Director of DCG Acquisitions, represented the parties in the transaction.

About LeadCar®: LeadCar® has added four automotive dealerships in the past fifteen months. The addition of these stores brings the organization's dealership count to seven locations in four states and are examples of LeadCar's strategy of acquiring successful dealerships with considerable earnings potential. Headquartered in Prairie du Sac, WI, LeadCar® includes the following dealership locations:

Toyota of La Crosse	La Crosse, WI
Toyota of Wausau	Wausau, WI
Toyota of Mankato	Mankato, MN
Toyota of Hazleton	Hazleton, PA
LeadCar Honda Yorkville	Yorkville, NY
LeadCar Chevrolet	Yorkville, NY
LeadCar Buick-GMC	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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