

For Immediate Release

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FOOTHILL RANCH CHEVROLET MOVES TO IRVINE

New Dealership, Renamed Chevrolet of Irvine, Will Offer More Central Location and Larger Facility

IRVINE, Calif. (April 19, 2010) – It will be a homecoming for Mark Dershem when he opens Chevrolet of Irvine in the Irvine Auto Center on May 3, 2010. More than 16 years ago, Dershem worked as general manager at Joe MacPherson Chevrolet, the pioneering and much-respected auto dealership that served Orange County from 1958 to 2007.

After Joe MacPherson Chevrolet was sold, Dershem opened Foothill Ranch Chevrolet in February 2002. Now, to offer his customers a more easily accessible and central location, Dershem will open the dealership in Irvine and will rename it Chevrolet of Irvine.

“Our new location close to the intersection of the 1-5 and 405 Freeways, near the Irvine Spectrum and located in the Irvine Auto Center makes it much more convenient for our customers throughout Orange County,” said Mark Dershem, owner, Chevrolet of Irvine. “It’s exciting after all these years to return to the spot where Joe MacPherson and I grew one of Orange County’s largest Chevy dealers into an award-winning dealership. Moreover, I look at this as an opportunity to build upon that legacy and deliver that same level of quality and service for years to come.”

Additionally, Chevrolet of Irvine, which will be the only Chevrolet dealership south of the 55 Freeway to Carlsbad, east from Riverside, is larger than the Foothill Ranch location and will offer customers a larger full service facility. According to Dershem, there will be no disruptions to service at the Foothill Ranch location and customer service representatives will be available during all business hours to handle customer inquiries during the move. Dershem also noted that all employees will be transferred from the Foothill Ranch dealership to new location.

Located at 21 Auto Center Drive in Irvine, Chevrolet of Irvine will be open May 3, 2010. Customers can call 949-457-2000 for more information or visit www.frchevy.com

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