

For Immediate Release

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## **ORANGE COUNTY AUTOMOTIVE GROUP ACHIEVES**

### **TOP NATIONAL AND STATE RANKINGS IN 2011**

**COSTA MESA, Calif. (Jan. 20, 2012)** – Talon Automotive Group of Costa Mesa, Calif., which includes three new car dealerships and one pre-owned Superstore in Orange County, today announced that its Orange Coast Chrysler/Jeep/Dodge/Ram unit in Costa Mesa was the top-selling Chrysler/Jeep/Dodge/Ram dealership in California in 2011, while the new Orange Coast FIAT, also in Costa Mesa, was the top-selling FIAT dealership in the United States.

Orange Coast Chrysler/Jeep/Dodge/Ram reported year-end sales of 2,024 vehicles, outselling its nearest competitor by 331 vehicles or by 16 percent. Opened less than one year ago in March 2011, Orange Coast FIAT sold 486 new cars earning it the top spot among FIAT dealerships in the country. As a company, Talon Automotive Group realized more than \$140,000,000 in annual sales, which should place it in the top 150 dealer groups nationwide.

Additionally, Talon Automotive Group opened a second Chrysler/Jeep/Dodge/Ram in San Juan Capistrano in June 2011, and reported nearly 500 sales in just over six months. Both Chrysler/Jeep/Dodge/Ram dealerships achieved the auto manufacturer's "Dealer Standards" award. Only three dealerships received this award in the district. The San Juan Capistrano location received the highest grade (895 out of 1,000) earning it "Elite" status.

"We've built Talon Automotive Group on what we like to call 'customer-focused velocity,'" said Jon Gray, CEO, Talon Automotive Group. "Our primary goal is to make the process of buying a car virtually effortless and to make sure our customers are happy."

Talon Automotive Group is recognized within the industry for not only having a vast inventory of cars and trucks but also for its unique approach to pricing and sales. "Our guaranteed pricing model allows us to offer prices that are right the first time and are free of gimmicks," said Gray. "Additionally, we don't have sales

people. Rather, our hourly-paid product specialists show the features of the car and answer all product-related questions. The next step is the final decision-maker at the dealership which eliminates the old-style 'back-and-forth' dilemma."

In 2012, Talon Automotive Group intends to leverage its successful business model and open additional locations in Western United States.

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