



## David Hobbs Honda 30<sup>th</sup> Anniversary & Ribbon-Cutting Ceremony

- Wednesday September 6<sup>th</sup>, 2017 marks the 30<sup>th</sup> Anniversary of David Hobbs Honda in Glendale, WI.
- On Wednesday, September 6<sup>th</sup>, 2017 at 5:30pm the ribbon-cutting ceremony will commence to dedicate the 3-acre land parcel directly behind the current dealership to the David Hobbs Honda building expansion and the new state-of-the-art David Hobbs Honda facility.

**Glendale, WI, September 6, 2017** — 30 years is a long period of time. 30 years ago in 1987, Ronald Reagan was president, Aretha Franklin became the first woman in the Rock & Roll Hall of Fame, and movie audiences were viewing cult classics like *Dirty Dancing* and *The Lost Boys* in theaters. Along-side these events David Hobbs Honda opened its doors and sold its first car in 1987 and has been helping customers ever since.

“I cannot believe it’s been 30 years”, said Greg Hobbs, David Hobbs’ son who now runs the dealership. “It has been an incredible journey watching this company grow and exceed all of our expectations. The past few years have been some of the most exciting in our history. We have completely reinvented ourselves with our ‘Dealer For The People’ philosophy and expanded our services. Everything we do is about our customers.”

During the past 30 years, David Hobbs Honda has constantly striven to improve the customer experience. This internal reflection led to adopting the ‘Dealer For The People’ philosophy and the addition of two new departments to the dealership. Firstly, the creation of Drive Home Insurance, an in-house insurance agency that represents 10 companies covering all general and life insurance needs. Secondly, David Hobbs Honda created the Drive Honda Rental Agency to offer customers rental cars for short and long-term needs. This combination of sales, service, insurance and rental agency has created the only one stop shop for everything automotive related in the Milwaukee area.

“Our reason for starting all this is to make sure we can support everything our community needs. If you want a car but are unsure about insurance we have someone who can answer all your questions and guide you in the right direction. Need a car for a few days for family members or returning students? We have a way to help. I believe being a ‘Dealer For The People’ means being prepared to help our customers in any way we can and exploring new ways we can do that, by providing solutions – not just selling cars.”

That pride and desire to help their community extends outside the walls of David Hobbs Honda as well - support of youth sports, school and church fundraisers, and the famous 4<sup>th</sup> of July festival & fireworks can be seen regularly. In addition to this, the new ‘Dealer For The People’ Community center in Glendale opened in early summer, where David Hobbs Honda held the inaugural ‘3P Dash’ to raise money for the Glendale Police department and their K9 unit by hosting a 5k run / 2-mile walk.

However, the team at David Hobbs Honda has no intention of stopping there. Just announced this summer, the dealership has bought 3 acres of land directly behind it and plans to expand its lot and build a new building in the coming years. This vision into the future has brought a new and palpable energy to the company. “Everyone here has been working very hard for this and I can’t thank them enough. We are very proud to be the Honda dealer of Glendale. Here is to the next 30 years!”

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**More information on David Hobbs Honda and community involvement can be found at:**

<http://www.davidhobbs.com/community/>

<http://www.davidhobbs.com/solutions/>