

**FOR IMMEDIATE RELEASE**

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**CLIFF WALL AUTOMOTIVE SALE ANNOUNCED**

**GREEN BAY, WI – February 18, 2020** --- Cliff Wall announced today that he is selling the fourth generation dealership, Cliff Wall Automotive, located at 1988 East Mason Street in Green Bay, to Bergstrom Automotive in Neenah. The sale includes the automotive franchises for Subaru, Mazda and Mitsubishi and the properties located at 1988 East Mason Street and at 801 Lime Kiln Street in Green Bay. Cliff Wall has also announced his retirement from the dealership. The sale of the dealership is expected to be finalized on February 29, 2020.

Cliff Wall Automotive represents a long automotive history in the Green Bay community. Cliff M. Wall is the third generation to operate an automotive dealership dating back to 1929 when his grandfather, Clifford C. Wall, Sr. started the company. His father, Clifford C. Wall, Jr. worked in the dealership until his death in 2013. Cliff M. Wall's daughter Sara Wall serves as operations manager at the dealership and represents the fourth generation of family operation of the dealership. Cousin Jeff Wall has worked in the Parts Department since 1973.

"We have been so fortunate to have strong customer loyalty for our brands and for our dealership over the past ninety-one years. We also have an amazing team of employees who represent our tradition of outstanding customer service," said Cliff Wall. "We are pleased that the dealership will continue forward into the future under the strong leadership of Bergstrom Automotive."

John F. Bergstrom, Chairman and CEO of Bergstrom Automotive states, "We are excited and proud to continue growing in Green Bay as we become the Subaru Mazda Mitsubishi representative. Now we are able to offer our guests each of these quality brands at two convenient locations in northeast Wisconsin."

"Cliff Wall and his family have been reputable dealers and business friends of ours, and we welcome the opportunity to sell and service the loyal owner base that drives these brands."

## About Bergstrom Automotive

Bergstrom Automotive, headquartered in Neenah, Wisconsin, is one of the top 50 automotive retailers in the U.S.

The Bergstrom Automotive organization sells and services every volume automotive franchise sold in the United States: Acura, Alfa Romeo, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, FIAT, Ford, Genesis, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lexus, Lincoln, Maserati, Mazda, Mercedes-Benz, MINI, Mitsubishi, Nissan, Porsche, Ram, Sprinter, Subaru, Toyota, Volkswagen and Volvo in 30 facilities located throughout Wisconsin.

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