

Local dealer exceeds national success of Mazda sales for March

Date: 07-12-2010 08:44 AM CET

Category: [Sports](#)

Press release from: [Rick Case](#)

ATLANTA, GA (April 1, 2010) – Rick Case of the Rick Case Automotive Group, has reported that the 2010 first quarter sales have increased at all Atlanta area Rick Case Hyundai, Mazda, and Audi dealerships over the 2009 first quarter sales.

Not only has Rick Case experienced a national sales increase of 14 percent for the end of 2010 first quarter over the 2009 first quarter sales, but he has also exceeded the national industry sales for the month of March. While national industry sales are up 24 percent over March of last year, Rick Case sales nationally are up 31 percent over March of last year.

“Rick Case has experienced a steady increase in sales at all of our locations nationwide,” said Case. “The final results from the first quarter further solidify that our success is still climbing. To ensure an upward momentum for all of the Rick Case dealerships, we strive to offer our customers exclusive warranties and special programs like the Rick Case Rewards Program, which saves customers hundreds and even thousands of dollars on future purchases of vehicles, service and parts. We have truly never strayed away from treating every customer as though they were our best friend – we even offer our personal phone numbers on our business cards – which is why our customers continue coming back to us, and continue to bring new business through referral. At Rick Case, we like to think this is how a business should be operated, and that our special, exclusive customer benefits contribute to us continuously out pacing the national industry standards.”

Equally impressive, Rick Case used car sales nationally are also up 42 percent over March of last year. These successes are mirrored at Rick Case’s Georgia dealerships where sales are up 47 percent over March of last year, are up 44 percent over last month and where used car sales are up 130 percent over March of last year. Additionally Rick Case Georgia sales are up 35 percent for the first quarter over last year.

Nationally Mazda sales are up 6 percent over March of last year, which Rick Case Mazda located at the Gwinnett Place Auto Mall in Duluth, has matched. Additionally, at Rick Case Mazda in Duluth sales are up 18 percent over end of first quarter sales for last year and are up 6 percent over last month.

The Rick Case Automotive Group, founded in 1962 and located in South Florida since 1986, is owned and operated by the wife and husband team of Rita and Rick Case. With 16 dealerships in Florida, Georgia and Ohio, The Rick Case Automotive Group offers Acura, Audi, Hyundai, Mazda, Mitsubishi, smart and Honda Cars & Cycles products to customers, including the World’s Largest Honda and Hyundai dealerships in Broward County on 441 at Sunrise and I-75 at Griffin Road.

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[You can find this press release here](#)