



**HAIG PARTNERS SERVES AS EXCLUSIVE ADVISOR ON THE SALE OF MERCEDES-BENZ OF SOUTH AUSTIN  
IN AUSTIN, TX, TO GROUP 1 AUTOMOTIVE, INC.**

**Fort Lauderdale, FL – May 21, 2025** – [Haig Partners LLC](#), a leading buy-sell advisory firm to auto and heavy truck dealers in the US, served as the exclusive sell-side advisor on the sale of Mercedes-Benz of South Austin in Austin, TX on its sale to the Group 1 Automotive, Inc. (NYSE: “GPI”). Mercedes-Benz of South Austin was owned by Jeff Swickard, owner of Swickard Auto Group, ranked #30 in [Automotive News Top 150 Dealership Groups](#) report in 2025. GPI is a publicly traded auto retailer that owns 263 auto dealerships and 39 collision centers in the US and the UK that generated almost \$21 billion in revenue over the past twelve months.

Jeff Swickard commented, “Mercedes-Benz is one of the premier brands in the automotive industry, and Austin remains one of the most dynamic markets in the country. We congratulate Group 1 on their newest acquisition and are confident they will do very well with this dealership. We are proud of the legacy we built in South Austin and grateful to the team and community that supported us there.

Our plans are to continue to grow. This sale reflects our strategic decision to focus our efforts in our core markets of California, Washington, Alaska, Oregon and Hawaii.

I would like to thank Alan Haig of Haig Partners for helping me to identify the best buyer for Mercedes-Benz of South Austin. This is the second dealership he has assisted in selling for our company, and I have also purchased multiple dealerships he was representing. Alan has a unique ability to identify the best counterparty in a buy-sell without running a big auction process that causes rumors to spread, and his calm and thoughtful manner helps to get transactions done smoothly. I have developed complete trust in him over the years.”

Alan Haig stated, “Jeff Swickard has built one of the most impressive dealership groups in the country in just a little over a decade. During that time, he has earned the respect of the OEMs and his fellow dealers. We congratulate him on securing this dealership open point years ago and then building one of the best-looking dealerships in the US. It was a pleasure for us to advise Jeff on this transaction. Mercedes-Benz and Austin were a powerful combination, and we are happy with the results we were able to help secure for Jeff. Stores like Mercedes-Benz of South Austin continue to bring very high values from deep-pocketed buyers like GPI.

We also congratulate Group 1 Automotive. CEO Daryl Kenningham and his executives have done an impressive job growing the company by focusing on higher performing brands in large markets. Group 1 already owned Mercedes-Benz of Georgetown, which is also in the Austin area, so I believed this could be a strategic transaction for them which would also align with Mercedes-Benz USA’s preference for dealers to own multiple stores in the same market. This transaction turned out to be a win for Jeff Swickard, a win for Group 1, and a win for Mercedes-Benz USA.”



The team at Haig Partners has been [involved in buying or selling 19 Mercedes-Benz dealerships nationwide](#), including two this year in Texas. Haig Partners ranks Mercedes-Benz as one of the most desirable auto franchises in its [Q4 2024 Haig Report](#).

The transaction also demonstrates that Texas retains its position as perhaps the most desirable market in the country for auto retail. Buyers are attracted to its high population growth and business-friendly environment that lead to strong profits. Mercedes-Benz of South Austin is the [48th dealership in Texas](#) that the team at Haig Partners has purchased or sold in their careers. Haig Partners Managing Directors Mike Toth and David Rowe are currently representing six other dealerships in Texas that are pending closing, and they are advising on the sale of four more dealerships in that state. Dave Rowe is based in Dallas, TX where he has lived for over 25 years. He previously served as CFO for Sewell Automotive Companies after a long stint as Regional Vice President of Ally Financial's Western Region.

#### **About Haig Partners**

[Haig Partners](#) is a leading buy-sell advisory firm that helps owners of higher-value auto, truck, RV and powersports dealerships maximize the value of their businesses when they are ready to sell. The team at Haig Partners has advised on the purchase or sale of more than 510 dealerships with a total value of over \$10 billion. It has represented 30 dealership groups that qualify for the Top 150 Dealership Groups list published by Automotive News, more than any other firm. Clients of Haig Partners benefit from the group's collective experience as previous executives with leading companies such as Ally Financial, AutoNation, Bank of America, Credit Suisse, Deloitte, FORVIS, J.P. Morgan, the Sewell Automotive Companies and Toyota Financial Services. Leveraging its unmatched expertise and extensive relationships, Haig Partners guides clients to successful outcomes through a confidential and customized sales process. The firm authors [The Haig Report®](#), the longest-published quarterly report that tracks trends in auto retail and their impact on dealership values, and co-authors NADA's Guide, "Buying and Selling a Dealership." Haig Partners team members are frequent speakers at industry conferences and are regularly quoted in reputable media outlets, including Reuters, Forbes, The Wall Street Journal, The New York Times, CNBC, BBC, Automotive News, Wards, CarDealershipGuy and CBT News. For more information, visit <https://www.haigpartners.com>.

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