



**HAIG PARTNERS SERVES AS THE EXCLUSIVE ADVISOR ON THE SALE OF FULLERTON AUTO GROUP
LOCATED IN SOMERVILLE, NEW JERSEY**

Fort Lauderdale, FL – June 5, 2025 – [Haig Partners LLC](#), a leading buy-sell advisory firm to auto, heavy truck, and RV dealers in the US, served as the exclusive sell-side advisor on the sale of Fullerton Auto Group in Somerville, New Jersey to Performance Auto Group. The transaction involved the franchises for Ford, Chrysler, Dodge, Jeep, Ram, Fiat, Alfa Romeo, and Maserati.

John Davis, Managing Director with Haig Partners, shared, “It was an honor to serve as the exclusive advisor on the sale of Fullerton Auto Group. Fullerton Auto Group represented a unique opportunity in a prime market and an iconic location along Route 22—one of New Jersey’s most well-known and heavily traveled commercial corridors. My colleague Derek Garber and I worked diligently to ensure a smooth process from start to finish. Closings are always bittersweet for me. You spend months speaking with clients every day, forming close relationships, and then, suddenly, the mission is complete.”

Eric Pridgen of Underwood & Roberts, PLLC, served as legal representation to the seller, and Jen Moylan of Withum, CPAs, provided accounting services. Joseph S. Aboyoun and Will Salerno of Fox Rothschild served as legal counsel to the buyer.

With this transaction, the team at Haig Partners has now advised on the purchase or sale of 24 dealerships in the state of New Jersey, a testament to our deep relationships and experience in the region. As highlighted in the Q1 2025 Haig Report®, we believe dealers remain confident in the long-term strength of the auto retail business model. Buyers and investors continue to show strong interest in acquiring the right stores in the right locations, like Fullerton. Notably, this transaction also included Stellantis franchises, which aligns with insights from our Q4 2024 Haig Report®, where we noted that Stellantis appears to be regaining momentum with consumers and is increasingly viewed as a growth opportunity by investors and buyers alike.

About Haig Partners

[Haig Partners](#) is a leading buy-sell advisory firm that helps owners of higher-value auto, heavy truck and RV 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>.

Transaction Contact:

John Davis
Managing Director
Haig Partners
john@haigpartners.com
(404) 406-7110

Media Contact:

Aimee Allen
Chief Growth Officer
Haig Partners
aimee@haigpartners.com
(603) 933-2194