



HAIG PARTNERS WELCOMES EMILY BOURNE AS MANAGING DIRECTOR – ENHANCING MIDWEST PRESENCE AND ALIGNING WITH LEXUS AND PORSCHE DEALERS NATIONWIDE

Fort Lauderdale, FL – November 14, 2025 – [Haig Partners LLC](#), a leading buy-sell advisory firm to dealers in the U.S., is pleased to announce that Emily Bourne has joined the firm as Managing Director. In this role, Emily will help lead the firm’s growth across the Midwest and with the Lexus and Porsche dealership network.

Emily brings more than 20 years of experience in the automotive industry, including OEM field operations and dealership buy-sell advisory. Her career includes dealer-facing roles with premier luxury brands such as Porsche, INFINITI and Lexus, where she led strategic initiatives to enhance sales performance, fixed operations, and customer experience.

Before joining Haig Partners, Emily played a key role in expanding a buy-sell advisory practice for a national dealership brokerage firm, representing dealers across Illinois, Wisconsin, Minnesota, Iowa and Nebraska. She advised clients through all phases of the transaction process—from valuation and market positioning to negotiation and closing. Her consultative and relationship-driven approach helped generate a record transaction volume in 2025 and earned the trust of dealer principals throughout the Midwest. Clients value Emily’s unwavering commitment to prioritizing their best interests and long-term success.

During her OEM tenure, Emily helped Porsche achieve #1 national rankings in both J.D. Power CSI and SSI rankings. She played an integral role in launching Porsche’s Excite! Program in collaboration with the Disney Institute—an initiative designed to foster “Porsche Passion” by delivering customer experiences as exceptional as the vehicles themselves. At INFINITI and Lexus, she drove meaningful gains in fixed operations performance, customer retention, and satisfaction metrics. Today, Emily applies the same standard of excellence and personalized service that defined her time with luxury OEMs to deliver exceptional results and client service for her dealership clients.

“Emily is a fantastic addition to our team, and we’re thrilled to have her lead our efforts in the Midwest and help to enhance our services to Lexus and Porsche dealers nationwide,” said Alan Haig, President and Founder of Haig Partners. “She brings a unique blend of OEM discipline and retail advisory experience that allows her to connect with dealers on a deeper level. Her ability to establish trust, understand dealer operations and advise with credibility sets her apart. Our team at Haig Partners has advised on the purchase or [sale of 92 dealerships in the Midwest](#) and it remains a core market for us. With Emily’s leadership, we are confident in our continued success helping dealers to maximize the value of their life’s work.”

A graduate of Northwood University with dual majors in Automotive Marketing and Business Management, Emily combines strong business acumen with a deep understanding of dealership operations and culture.



“I am thrilled to join Haig Partners, the most respected and trusted name in the dealership M&A space,” said Emily Bourne. “Throughout my career, I have had the privilege of working alongside some of the most respected names in the automotive industry. Joining Haig Partners is a natural next step, and an opportunity to fully focus on what I love: advising dealers, maximizing value and helping them achieve their goals. I am proud to align my future with a firm that shares my values of integrity, trust, excellence, building long-lasting relationships and driving growth for clients.”

Emily can be reached at Emily@HaigPartners.com or at (585) 957-1593.

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 over 535 dealerships. Haig Partners 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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