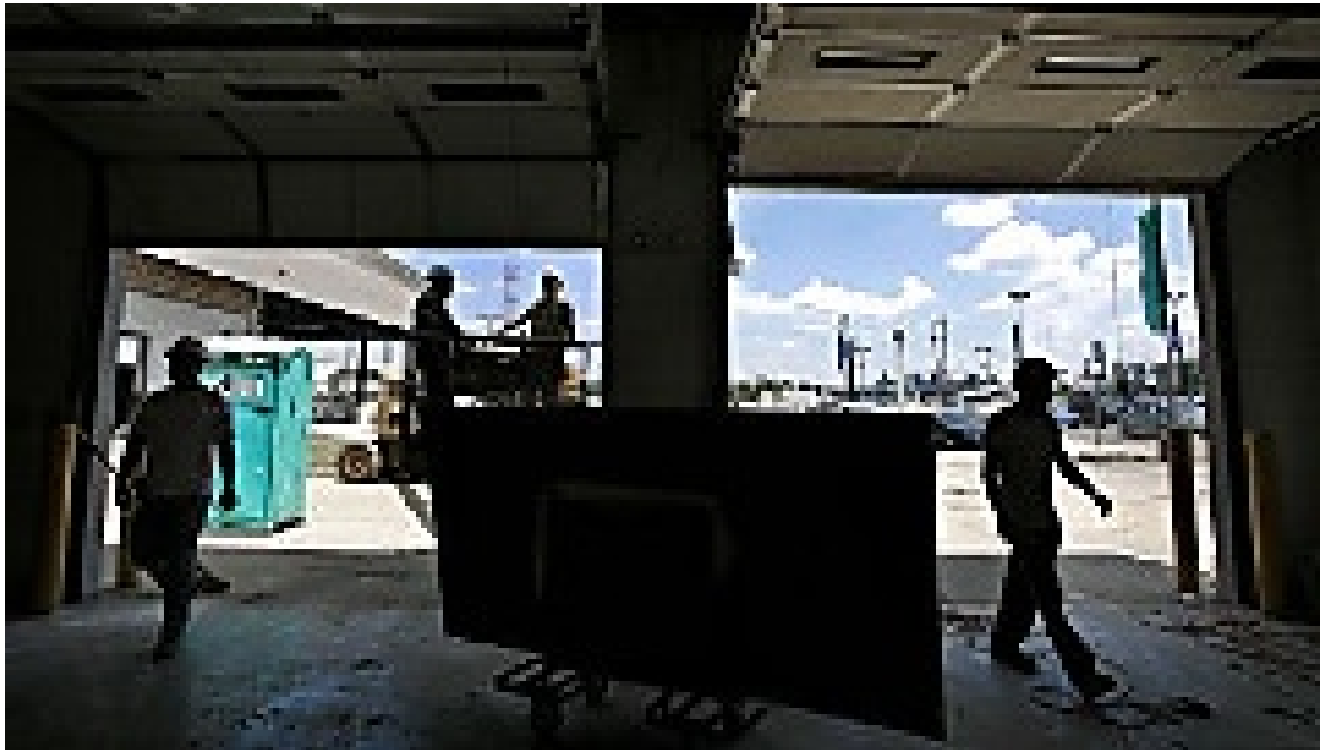




Room for Dodge



Mark Weber/The Commercial Appeal

Construction to renovate Gossett Motor Cars' Chrysler Jeep Dodge franchise on Covington Pike is expected to be completed in October.

BY ROB ROBERTSON/rrobertson@commercialappeal.com

Gossett doubles showroom, service to make space for third brand

GOSSETT MOTOR CARS is putting a new face on its Daimler-Chrysler franchise on Covington Pike.

The car dealer is expanding its Gossett Chrysler Jeep Dodge by about 20,000 square feet -- doubling the size of the showroom and service areas. The expansion is expected to be complete by October.

The changes became necessary after Gossett added the Dodge franchise -- its ninth brand -- in 2005.

"When we acquired the Dodge franchise and added it to our Jeep and Chrysler lines, we wanted to have a facility that would accommodate all three lines," said David Gossett. "The new facility will give us the ability to showcase all three lines."

Grinder Haizlip Construction is handling the expansion.

"It's a general upgrade to get in line with corporate brand standards," said Chris McDermott, the project manager for Grinder. "The goal is to provide the space so that each brand can showcase its identity in its own unique environment."

It's familiar work for Grinder Haizlip, which has built or expanded more than a dozen dealerships around the Mid-South.

"I guess you could call it a niche but it's a great niche," McDermott said. "We've done a lot of dealerships now so people know the quality will be there and that we know what we're doing."

Gossett would not say how much the company was investing in the expansion.

"We are on track to have a record year in sales volume," he said. "We feel that the new facility will offer a great environment for our customers and our employees."

"The automobile business is very competitive and our success is a direct result of the efforts of our dedicated employees."

A family-owned company since its founding in 1985, Gossett operates nine new and used car dealerships in the Mid-South as well as a pair of dealerships in the Atlanta area.

Gossett Motor Cars posted almost \$300 million in sales last year and employs more than 400.

AT A GLANCE

Gossett Motor Cars

- Largest auto dealership network in the Mid-South
- Established: 1985
- President: Al Gossett
- Dealerships: Nine
- Employees: 400+
- Address: 1901 Covington Pike
- Phone: (901) 388-8989
- Web site: Gossettmotors.com

-- Rob Robertson: 529-5888