

## Red Rose is selling its Buick, Suzuki franchises

by Tim Mekeel  
New Era Staff Writer

Two local car dealerships announced today they are buying the franchises of Red Rose Buick Suzuki, signaling the end of the North Prince Street business.

Jones Pontiac Honda GMC Acura has agreed to buy its Buick franchise, while Faulkner Oldsmobile BMW Isuzu has agreed to buy its Suzuki franchise.

The prices of the transactions were not disclosed.

Both buyers will move their new franchises to their respective dealerships once the purchases are finalized in the next two to four weeks. Until then, both makes will remain for sale at Red Rose Buick.

Separately, negotiations are ongoing with other prospective buyers of the Red Rose Buick real estate at 939 N. Prince St., a 2.3-acre site in Manheim Township.

Through the demise of the business means that 45 workers will lose their jobs, Red Rose Buick owner Robert Wesoloskie was optimistic that they will find new work quickly.

Wesoloskie said he decided to sell his business and property, ending his dealership after 13 years, for a number of reasons.

"The timing is right," he said. "Other opportunities in the auto industry have presented themselves to me in the past several months," though he declined to specify them.

Meanwhile, strong local buyers for the dealership's two franchises surfaced—buyers with compatible lines that will help ensure that the franchises continue to grow.

"It's a good deal for everybody," said Wesoloskie.

Jones Pontiac and Faulkner Olds officials both described their respective purchases as good fits with their existing businesses.

"General Motor's game plan, in our size of market, is to have Pontiac, Buick and GMC together (at one dealership), said Steve Jones of Jones Pontiac.

"Pontiac and Buick work well together. Pontiac is a sporty, exciting car. Buick is a family, luxury automobile. The two don't overlap," said Jones, president and general manager.

An ongoing expansion of the Pontiac facility on Manheim Pike will provide ample room for the new Buick franchise, said Jones.

Faulkner Olds general manager Mark Creamer had a similar view of his firm's new acquisition, a deal which returns Suzuki to its original Lancaster dealership.

"Suzuki has a great, complementary product line. It has a low price, value car (the Esteem sedan and wagon) and a smaller sport-utility, (the Grand Vitara)," he said.

"Isuzu has a larger sport-utility and dropped its car line a couple years back," said Creamer. "So the Suzuki products are very compatible."

Creamer said the Rohrerstown Road and Route 30 dealership's Isuzu facility has ample room for the new arrival, Suzuki.

Included in the two acquisitions are more than 30 new Buicks, parts for each make, tools for working on each make and the franchise rights.

Both deals are subject to the approval of the respective manufacturers.

While the destinations of the two franchises have been determined, the fate of the real estate remains to be seen.

Listing agent W. Edwin Miller of Gateway Realty said the property is drawing strong interest from car dealerships, convenience stores, a doctor's office and a classic car restoration shop.

Miller said the site is for sale as two parcels. A tract of 0.9

acres, containing the 15,000-square-foot showroom, carries an \$800,000 asking price. A tract of 1.4 acres, containing three other structures, carries a \$950,000 asking price.

Wesoloskie also is looking to sublease his rented Red Rose Pre-Owned used car lot in Ephrata, a three-acre property with a showroom and room for 300 cars. A sublease would be subject to the property owner's approval.

In addition, Wesoloskie plans to hold an auction of Buick memorabilia, plus the dealership's remaining machinery, equipment and tools. A date will be announced, he said.

Wesoloskie estimated that the Prince Street property has been the home of a Buick dealership for at least 50 years. He bought the business in 1986 from Martin Buick. Martin acquired what had been Mohn Bros. in 1971.

Red Rose Buick has endured several hardships in recent years, according to New Era files.

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## City Red Rose car dealership to close

by Tim Mekeel  
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Red Rose Buick Suzuki is closing its city automobile dealership in about a month and two other local dealers are buying its two vehicle franchises.

Jones Pontiac Honda GMC Acura is purchasing the Buick franchise while Faulkner Oldsmobile BMW Isuzu is buying the Suzuki franchise.

Both purchases are subject to approvals from the automakers.

Separately, Red Rose owner Robert Wesoloskie is talking with potential buyers of the dealership's property at 939 N. Prince St.