



CATHEDRAL CITY
CHAMBER OF COMMERCE

PRESS RELEASE

For Immediate Release Through April 30, 2014

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From: Lynn Mallotto, CEO & President

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Cathedral City Auto Center Announces Big Tent Sales Event Now, through April 30th

Now through April 30th, Cathedral City Auto Center has a massive Big Tent Event, featuring 12 dealerships, 2,000 cars and trucks at one central location.

For the first time in its 19 year history, Cathedral City Auto Center has raised giant red and white tents at each of its 12 dealerships throughout the automotive plaza. The big tents mark the special occasion sales event throughout the month April. The Big Tent Event features new and used cars, trucks, SUVs and commercial vehicles from Acura, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, GMC, Honda, Jeep, Kia, Lexus, Nissan, Scion, Subaru, Toyota, Volkswagen, and Volvo.

“With over 2,000 cars throughout the auto center, it only made sense, for the first time, a Big Tent Event. Most Big Tent sales events span three or four days, but with the expansive inventory and variety to choose from, we’ve decided to run the event for the entire month of April,” said Andy Jessup, Jr., President of Cathedral City Auto Center.

The Cathedral City Auto Center sold 1340 vehicles during the month of March, an all-time record in its 19-year history.

Since 1995, Cathedral City Auto Center is the Coachella Valley’s largest auto center, number one in sales and delivering award-winning customer service. The Cathedral City Auto Center is conveniently located along the Historic Hwy. 111 at Perez Rd. www.MyDesertAutos.com

In Business for Business.

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