

Family dealership unveils new brand

THIS MONTH, THE BEER AUTO GROUP PUT THE FINISHING TOUCHES TO ITS NEW EMILY STREET ISUZU DEALERSHIP, WHICH IS BIG NEWS FOR THE LOCAL CAR MARKET, AS THE BEER FAMILY CONTINUES TO INVEST IN THE TOWN AND REGION



For Greg Beer, managing director of Beer Auto Group, the glass is always half full.

And to borrow another short statement expressing a general truth: when one door closes another door opens.

To illustrate this point in real life, at the start of last year when General Motors, owner of Holden, pulled the pin for good on the iconic Aussie motoring brand, Greg immediately recognised the opportunity in front of him.

While he and his staff were dealing with the emotion and fallout of Holden's demise, Greg's mind was already focussed on a solution, which would take time, but not only would it be a great fit for the group, which he and his father, Neil, built together, it would complement the local car market.

So, after several months of back-and-forth with the Australian arm of the Japanese motor-giant, Beer Auto Group got the go-ahead in October last year to launch its Isuzu dealership.

Greg said he and the staff are excited about the opening and looking forward to showcasing their new cars to customers.

Regional Victorians love their utes and the D-MAX is the perfect replacement for the Holden Colorado.

Isuzu Ute Australia has been looking at Seymour for some time because they see it as a local growth market for their global brand.

Greg said the new five-car showroom, which will house the D-MAX and M-UX ranges, is a \$1.2 million investment, which also includes a new \$120,000 automatic car wash.



The Isuzu D-MAX and M-UX ranges are ideal for local conditions, on and off-road, and have everything you require to handle your next adventure in comfort and safety.

Greg said Isuzu utes are exceptionally popular, reliable, look great and are competitively priced.

He said the badge will be an important addition to their growing portfolio, which includes Mitsubishi, Nissan, Subaru and Polaris.

The D-MAX and M-UX showcase an array of advanced technology – all tailored to make your life easier – including Isuzu's Intelligent Driver Assistance System (IDAS) technology, which uses state-of-the-art sensors and multiple cameras to constantly monitor your surroundings.

The vehicles come with a 5-Star ANCAP safety rating and their range of colours and interiors will suit a range of buyers.

Greg said demand in the dual-cab and wagon markets is seeing a resurgence post-coronavirus.

He said in their first four weeks of trading Isuzus they sold 35 vehicles against company expectations of 15.

Speaking more broadly about the local economy and consumer activity, Greg said Seymour was performing strongly and he thinks he knows why.

"People can't go overseas right now, or they don't want to, and interest rates are historically low, which means money is cheap," he said.

"As well as government incentives, including asset write-offs, all these factors combined are fuelling demand and consumers are looking towards the car market."

Greg said as a business owner, in any industry and at any level, you're always looking down the road at what might be around the corner and how you can turn any setback into good fortune and long-term success.



Isuzu, Nissan and Subaru sales manager, Jacob Rowlands, said the addition of Isuzu utes to the local dealership will be welcomed by the market.



Greg Beer, managing director of Beer Auto Group, is positive about the local economy and the future direction of his family business.