



LOOKING FORWARD TO THE NEXT 60!



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KELLYAUTO.COM



The Eagle-Tribune, The Salem News,
The Daily News of Newburyport and The Gloucester Daily Times
October 2025



Kelly

AUTOMOTIVE GROUP FAMILY



KELLY AUTOMOTIVE/Courtesy photo

Kelly Automotive Group owner and President Brian Kelly is surrounded by his family, many of whom work at the multi-location automotive group. The company is celebrating 60 years in business this month.



JAIME CAMPOS/Staff file photos

A photograph from 1955 where Roland Kelly, Brian's father, who is seen fourth from the left, is joined by staff during a time when the family sold Buicks.

Meet the Kelly Automotive Group family

FIRST GENERATION

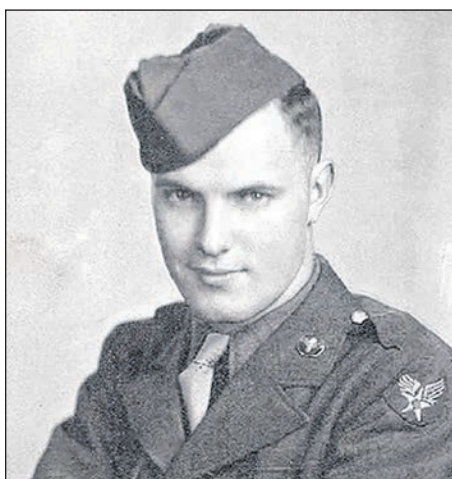
Company founder the late Roland D. Kelly and his wife, Eleanor (Kiley) Kelly Dorothy Hussey, Roland's sister (Brian Kelly's Aunt Dot), was a longtime bookkeeper for the group and passed away at the age of 93 in 2020.

SECOND GENERATION

Kelly Automotive Group President Brian D. Kelly;
Cathleen Kavanagh, human resources director;
Neil Kelly, wholesale division manager;
The late Daniel Kelly, a Vietnam veteran and longtime company employ who passed away in 2014. Dan drove a parts truck for the company and died in 2014.

THIRD GENERATION

Son Brian R. Kelly, vice president at Kelly Jeep Chrysler, Lynnfield;
Son Brenden Kelly, general manager at Kelly Volkswagen in Danvers;
Son-in-law Brian Heney, chief executive officer, married to daughter Kristen;
Nephew Drew Kavanagh, parts manager, Kelly Volkswagen, Danvers.



Roland Kelly

FOURTH GENERATION

Kellan, Casey and Connor Heney;
Brian Jr., Grace, Bradley, Kiley, Missy and Elle Kelly.
Brian Heney has been the CEO for many years now and is the husband of Brian Kelly's daughter, Kristen. Heney says he hopes to pass the family business on to his own children and their cousins one day.

Congratulations, Grampy!



Love, Kellan, Casey, Connor,
Brian Jr, Grace, Missy,
Elle, Bradley & Kiley.



G | GIBLEES

Congratulations to Brian Kelly and the Kelly Automotive Group on 60 years of exceptional service.

Here's to the legacy you've built and the many miles still ahead.

G | GIBLEES

85 Andover Street, Danvers, MA

978-774-4080



JAIME CAMPOS

Brian Kelly of Kelly Automotive Group appears at his private compound in Beverly in the summer of 2024. In his early 70s and still serving as the owner and president of the company, he's also enthusiastic about watching next generations embrace the industry and become auto enthusiasts.

Kelly Automotive Group celebrates 60 years of family business

In 1965, Roland D. Kelly opened a small used-car lot in Beverly, wheeling and dealing only 12 vehicles at the time.

Today that number of vehicles has grown astronomically, as they are spread across six dealerships featuring seven brands on the North Shore.

Kelly Automotive Group

is celebrating 60 years this month: Sixty years that have seen them grow as a family business that is synonymous with automotive excellence throughout New England.

This is a story of generations of people with pride, ambition and the drive to

See **KELLY**, Page 7

withum⁺
ADVISORY TAX AUDIT



POWER IN THE PLUS[™]

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Congratulations to Brian Kelly and the Kelly Automotive Group who are celebrating 60 years of innovation and impact.

Your commitment to quality and customer care has set the standard for six decades and continues to drive the future forward. Here's to the legacy you've built and the road ahead.



withum.com/dealerships ➤



The Misselwood Concours d'Elegance was proud to present Brian Kelly with the inaugural Distinguished Patron Award in 2025, honoring his long-standing support of Endicott College and the Misselwood Concours, his dedication to mentoring the next generation of leaders, and his remarkable entrepreneurial journey.



The 16th Misselwood Concours d'Elegance is scheduled for Friday through Sunday, July 17–19, 2026. Visit endicott.edu/concours to learn more about this annual showcase of automotive history and design, nominate a vehicle, or explore sponsorship opportunities.



Kelly Volkswagen was honored for the eighth year in a row with the Wolfsburg Crest Club Award for being a top Volkswagen dealership in the nation. "It is an honor to receive such an award, due to the high standards one has to meet to be considered," they said. Pictured from left are James Malatesta, business development manager, Volkswagen Financial Services; Brenden Kelly, general manager, Kelly Volkswagen; Mike McGregor, sales operations manager, Volkswagen of America; and Brian Heney, chief executive officer, Kelly Automotive Group. For more Kelly Automotive Group Dealership Awards, see pages 18-30.

» Kelly

Continued from Page 5

grow. Led by Roland's son, President Brian D. Kelly, the group is now a multi-million dollar operation, selling Hondas, Infinitis, Jeeps, Chryslers and more. They specialize in both new and pre-owned vehicles, and offer full-service dealerships.

And those dealerships? They are among the highest in performance and providers of satisfaction in North

America.

It would take the entire owner's manual tucked in their gloveboxes to list all the achievements, awards, and accolades the dealerships have earned in recent years. Kelly Infiniti was named a six-time CARFAX Top Rated Dealer, Kelly Volkswagen is a 2025 J.D. Power Dealer of Excellence, and Lynnfield's Nissan dealership selected as the state's Dealer of the Year by Cars.com, and that is just a few examples (for more, see pages 18-30).

For his company's October anniversary, however, Brian Kelly doesn't need any sort of fanfare or gala to bring together the people who make the business tick. Rather, its key players include many family members – and always have – who see one another on a daily basis in and around the dealerships.

Even family reunions and holidays aren't the grandest of occasions, he said, considering how he bumps into his sons, sister, and grandkids just on a walk to his

office.

It's a family business through and through, and despite market shifts, a financial crash, and even a global pandemic, the Kellys have proven unbreakable.

A CHALLENGE, BUT A BIGGER WIN

In interviews, Kelly and his son-in-law, CEO Brian Heney, highlighted the pandemic as one of the more crucial challenges of the past decade. In the years leading up to it, the company

had expanded its footprint across the region, but with a widespread virus, dealerships nationwide had to close up shop.

Brian Kelly recalled the 2008 financial crisis, too, but called the pandemic the first "disaster time" for the business since then.

Heney sees a silver lining in the challenge, and explains how much they were forced to adapt while taking a crash course in moving a business forward by many years practically overnight.

"I learned a lot from COVID. It made us better operators," Heney said. "We refined ourselves. We became sharper online. I'd say it pulled us forward 15 years technologically."

And that's what the family and group are all about: development, innovation, always keeping an eye on innovation.

A FATHER'S LEGACY

Kelly recalled learning the ropes from his father,

See **KELLY**, Page 8

» Kelly

Continued from Page 7

Roland, during their humble beginnings in Beverly.

“I remember the first day: Me, my sister, and my mother went down and cleaned the windows,” Kelly said. “He started out with a used-car lot with a little building, and he had a permit to display 12 cars. That’s where it all started.”

Kelly said his father provided him with a powerful example of how to be a leader. Kelly held tightly to those lessons, and always based his business model on what he learned from his father.

If a customer has an issue, it’s taken care of, and if an employee needs assistance, the same goes, Kelly said. This approach always pays off in dividends for both the giver and the receiver.

“This was the way I was brought up: Doing the right thing is easy,” he said. “I listened. I watched. My father led by example, and I try to do the same thing for my family and all of my employees.”

Working with his father, Kelly learned every aspect of the trade, from washing cars to negotiating sales, then running the dealership for his father. He claimed the role of president in the late 1970s, then hit the gas and never looked back — working tirelessly to steer the company forward.

As a result, Kelly, now 74, has turned what was a quaint car lot into a network of dealerships offering new and used vehicles, service stations and top-notch customer care.

Like he was with his father, Kelly’s children and grandchildren are embedded in every corner of the business. But they have to earn those spots, and those spots have to be available, he said.

“I wait until there’s an opening; until someone

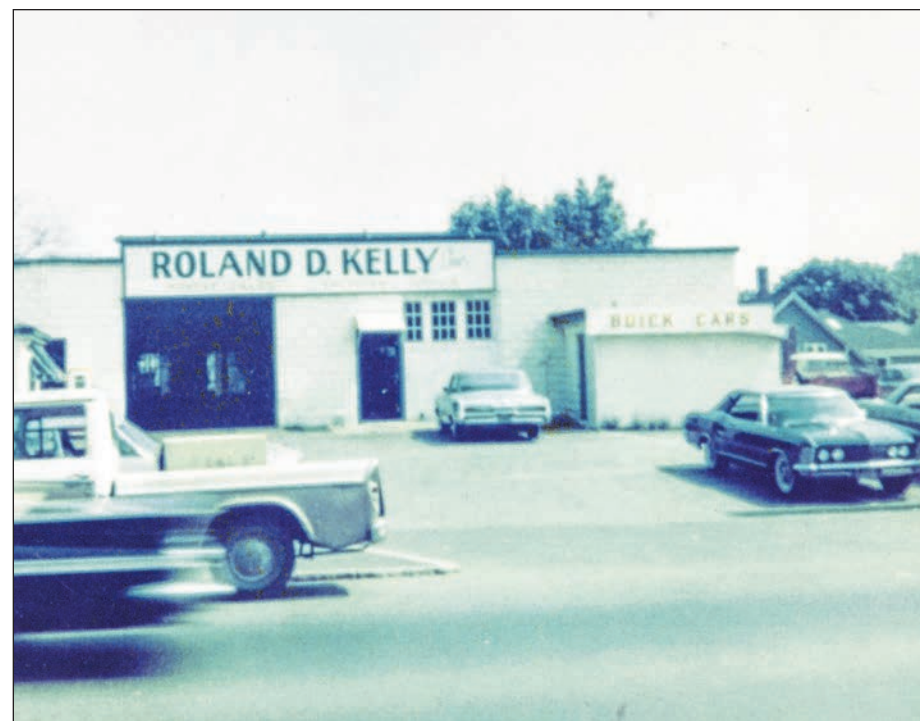


FILE PHOTO

A photograph of Brian Kelly joined by his sons, Brenden and Brian, and son-in-law Brian Heney.



A childhood photograph of Brian Kelly with his younger sister, Cathleen, is displayed in Kelly’s private compound in Beverly.



A 1965 photo of Roland Kelly’s dealership.



CONGRATULATIONS
KELLY AUTOMOTIVE GROUP
ON 60 YEARS OF HONEST SALES & EXCELLENT SERVICE

» **Kelly**

Continued from Page 8

leaves or retires.” Kelly said. “But, it’s not a guaranteed job. If they can’t do the job, then they’ll end up staying in the lot. I’m not going to promote somebody to something they can’t do.”

Kelly went on to share his philosophy about “starting at the bottom,” explaining that nearly every family member begins their first day at Kelly Auto the same way he once did — washing cars and emptying barrels.

It’s the way he mentored his children, including Brian R. and Brenden, who are now vice president at Kelly Jeep Chrysler and general manager at Kelly Volkswagen.

His son-in-law, Heney, 51, first stepped onto the showroom floor a year after marrying Kelly’s daughter Kristen, who works in marketing for the company. Heney started by selling cars at Kelly Infiniti, working his way up to executive manager, and eventually, in 2012, was promoted to CEO.

Heney is yet another example of the close company the Kelly family keeps — part of the long lineage that has fueled the business for years.

“For a family business to get to the third generation, it’s really tricky, and to get to the fourth generation is even harder,” Heney said.

THE FUTURE IN THE MAKING

Kelly’s grandchildren are progressing through high school and college with every car sold, and the odds are that the next generation of Kellys will be closing deals sooner than later.

The grandsons have spent some summer days working as lot boys — attendants responsible for keeping the vehicles organized and clean. Overall, they are far from strangers to the

dealerships they grew up in and around.

One grandson, Brian Kelly Jr., is a natural in front of the camera, Kelly said, when filming commercials for the auto group. Another, Kellan Heney, currently plays baseball in his last year of college. His grandfather boasts about his left-handed pitching skills.

The senior Brian Kelly said he’s suggested a major in journalism or communications for Brian, and has encouraged the path of a student athlete for Kellan. Both boys, though, still come back to the automotive group. And both have expressed interest in joining the family business once they finish school.

“Let them graduate and see what they want to do,” Kelly said. “I don’t want to say to anyone that this is what they have to do.”

Heney echoed that sentiment toward his children’s career paths, but still puts the hours and energy in to keep the company vital for the next generation.

“What I would like for the future to hold, I’d like to be able to set it up for my children and my brother-in-law’s children, and them for their kids,” Heney said.

Kelly said he has flirted with the idea of selling the business, claiming he’s received multiple offers in recent years from buyers — especially during the pandemic. But, something would feel off about it, he said.

As of now, he still commutes to work every day after his 6:30 a.m. exercise-bike ride and a healthy breakfast, arriving at one of their dealerships to check in and chat with customers.

“Shaking hands and kissing babies,” is what he’s doing, he said.

“I still go to work every day, and everybody always says, ‘Why don’t you retire?’ I’m having too much fun to retire. I think I’ve got another couple of years in me,” Kelly said.



JAIME CAMPOS/Staff file photo

Brian Kelly is the owner and president of the 60-year-old family business, Kelly Automotive Group.

Happy 60th Anniversary!

**Congratulations Brian, the Kelly Family,
and countless dedicated employees.**

**Sixty years of success is a testament to
your vision, hard work, and commitment!**

**We are proud to have the
honor of working with you.**

 **LEISMAN Insurance Agency, Inc.**

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Congratulations to The Kelly Family and the entire Kelly Automotive team!

Celebrating 60 years of excellence,
service, and community commitment.

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SPERLING INTERACTIVE/Courtesy photo

Brian Kelly, owner of Kelly Automotive Group, delivers the keynote address in May 2024 during graduation for the Bertolon School of Business at Salem State.

A well-earned honorary doctorate from Salem State

Salem State University graduated more than 1,600 students at three ceremonies in 2024, some of whom received inspiration from entrepreneur extraordinaire Brian D. Kelly.

Kelly, owner and president of Kelly Automotive Group, and state Secretary of Education Patrick Tutwiler, previously superintendent of Lynn Public Schools, were commencement speakers and received honorary degrees from the

institution. Each captivated the audience with his message at the O'Keefe Sports Complex.

Kelly, now 74, owns seven car dealerships and exemplifies grit and ambition as a highly notable businessman and philanthropist on the North Shore. His last name is emblazoned on untold numbers of cars throughout the North Shore, but on this May day in 2024 at the age of 72, Kelly received his first college degree:

a doctorate in humane letters.

This doctorate is an honorary degree awarded for significant contributions to society and the humanities. It rewards and recognizes individuals for their exemplary public service, philanthropy, civic engagement, and accomplishments that have enriched the human experience, rather than for coursework.

The experience did more than take a man with a self-built vehicle sales

empire and make him a doctor. It brought the idea of higher education full circle for the Kelly Automotive Group president, whose decades-long career never included enrollment in a university.

"I've watched my kids graduate college and watched graduations," said Kelly, a Danvers native. "To sit on the other side,

See **DEGREE**, Page 31



Congratulations

To Brian Kelly
and the
Kelly Automotive Group
on 60 Years!

Kelly Automotive has been part of the North Shore's story,
helping families, supporting community
and building lasting trust.

North of Boston Media Group is proud
to celebrate this incredible journey with you.

 **The Eagle Tribune**

 **THE SALEM NEWS**

 **The DAILY NEWS**

 **Gloucester Daily Times**

Congratulations to **Brian Kelly and The Kelly Automotive Group!**

Honoring 60 Years of Trust, Service, and Commitment to the North Shore





We'll treat you the 'Kelly Way': You can count on that

Brian Kelly's automobile group was founded by his father in 1965 and has grown into a company featuring three generations of hard-working and dedicated automobile enthusiasts, with a fourth generation up and coming.

Kelly Automotive Group currently has seven brands and six locations in Massachusetts.

Here's a conversation with CEO Brian Heney, who expands upon the group's values, ethics, ambitions and more:

We are a volume leader throughout New England and have been recognized as being a top dealer in the United States and a best place to work. We believe in the vision of Roland D. Kelly, Brian's father, who operated under the age-old adage of 'Honest Sales and Excellent Service.'

We operate with the understanding, which dates back to Roland and has been filtered down through Brian and beyond, that by treating employees well and with respect, they will in turn provide customers with a positive experience every

time they visit one of our family of dealerships.

All of our full-service Kelly dealerships are easy to find and have a terrific selection of new and pre-owned vehicles. Our parts departments are fully stocked, and our service departments are equipped with the most up-to-date diagnostic tools available to our factory-trained and certified technicians.

The Kelly name is one of the most trusted in New England. Our pleasant and friendly staff is there to assist you in your search for a vehicle, to help schedule an appointment, and to care for all your vehicle needs.

We value and appreciate customers, and will be respectful of your time and thankful for the opportunity to earn your business.

Across the industry, Brian Kelly and his Kelly Automotive Group have an impeccable reputation. Our commitment to our local communities, customers and employees is highly regarded and bound by integrity.

We invite you to experience the "Kelly Way" one day soon.



**Just some of
the honors
awarded to Kelly
dealerships.**

CONGRATULATIONS KELLY AUTOMOTIVE GROUP

On 60 years of a timeless car-buying experience.



Jeep[®]



KELLY HONDA 540 Lynnway (Route 1A) Lynn, Mass., 01940

Dealership honors and recognition

- ▶ 2024: CARFAX Top-Rated Lifetime Dealer
- ▶ 2025: J.D. Power Dealer of Excellence
- ▶ Multiple-time winner: Honda President's Award



Celebrating 60 Years

PERFORMANCE
MANAGEMENT GROUP **with**
Kelly Automotive Group!

Congratulations to Brian Kelly and everyone at Kelly Automotive on this incredible milestone. It's been a pleasure partnering with a team that truly values quality, trust, and community.

Wishing you continued success for the road ahead!

When you're ready to make a difference, we're ready to help

We congratulate Kelly Automotive's 60th Anniversary.



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**“Congratulations to the Kelly Automotive Group on
60 years of serving their community and clients.
A special thank you for the 36 years you and your teams
have dedicated to the INFINITI brand and our clients.”
— INFINITI East Region**



INFINITI



PEABODY & ARNOLD

Congratulations to Brian and the entire Kelly Family and Kelly Auto Team. Sixty years in a competitive business is no surprise to anyone who knows your commitment to excellence, your compassion, and your ability to treat every person you meet like a member of the Kelly Family. You inspire the best in all of us.

Here's to 60 more years!

***Your friends and partners at Peabody & Arnold,
Jennifer Burke & Lindsey Gil***



Congratulations
to

Brian Kelly

and the

Kelly Automotive Team!

**Here's to 60 years of
success and to many
more miles ahead!**

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KELLY INFINITI

155 Andover St. (Route 114) Danvers, Mass., 01923



Dealership awards and recognition

- ▶ **2024:** CARFAX Top-Rated Lifetime Dealer
- ▶ **2019 to 2024:** Six-time CARFAX Top Rated Dealer
- ▶ **2025:** J.D. Power Dealer of Excellence
- ▶ **Over the years the dealership has sold and serviced** more Infiniti vehicles in New England than any other dealer, ever.





KELLY JEEP CHRYSLER

353 Broadway (Route 1N) Lynnfield, Mass., 01940



Dealership awards and recognition

- ▶ **2024: CARFAX Top-Rated Lifetime Dealer**
- ▶ **Customer First Award** for Excellence Dealer
- ▶ Over the years the dealership has sold and serviced more Jeep vehicles in New England than any other dealer, ever.




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Quality Auto Detailing Solutions

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Kelly Automotive
from your friends at
Mike's Car Care - here's to many
more years on the road!***

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**Making it easy
for over 60 years!**

Congratulations.



Congratulations to the Kelly Auto Group celebrating 60 Years in business!!

From your Partners at



KELLY NISSAN OF LYNNFIELD

275 Broadway (Route 1N), Lynnfield, Mass., 01940



Awards and recognition

- **2019 to 2024:** Five-time CARFAX Top Rated Dealer
- **2024:** Nissan Award of Excellence Dealer
- **2024:** CARFAX Top-Rated Lifetime Dealer
- **2025:** Cars.com Dealer of the Year Nissan, Massachusetts
- **2025:** Cars.com Consumer Satisfaction Winner
- **2025:** J.D. Power Dealer of Excellence
- **New England's new and certified** pre-owned volume dealer for over 20 years.



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KELLY NISSAN OF WOBURN

95 Cedar St. (Junction 128 & I-93) Woburn, Mass., 01801



Awards and recognition



- **2019 to 2024:** Five-time CAR-FAX Top Rated Dealer
- **2024:** Nissan Award of Excellence Dealer
- **2024:** CARFAX Top-Rated Lifetime Dealer
- **2025:** J.D. Power Dealer of Excellence
- **2025:** Cars.com Consumer Satisfaction Winner
- **Nissan volume leader** and dealer of excellence for 10 years.

— COX AUTOMOTIVE —

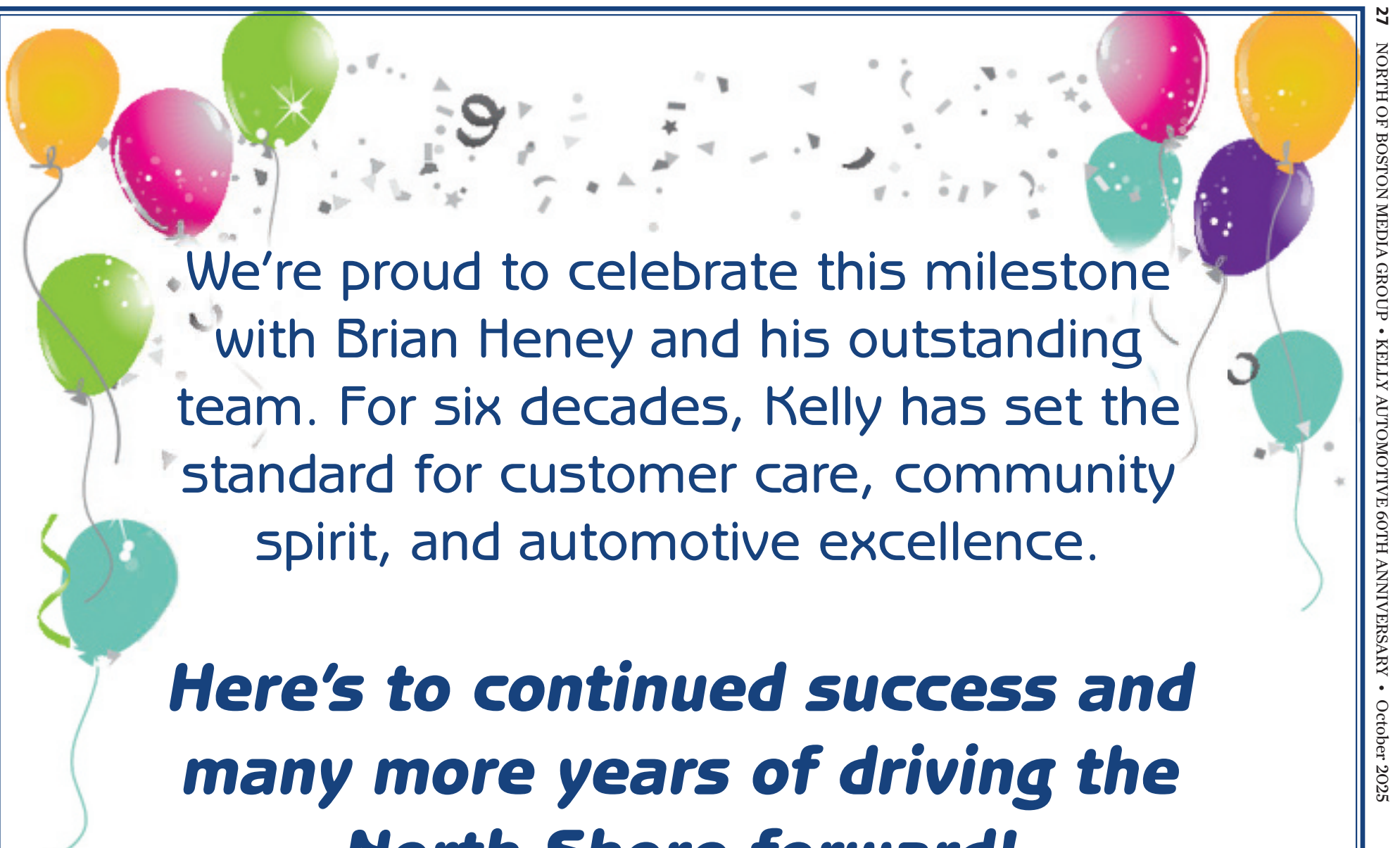
Autotrader



Kelley Blue Book

Congratulations

to Brian Kelly and Kelly Automotive on 60
Years of serving the North Shore Community!

A festive graphic featuring several colorful balloons (orange, pink, green, purple, teal) and a trail of white confetti and streamers. A large, faint number '9' is visible in the background.

We're proud to celebrate this milestone with Brian Heney and his outstanding team. For six decades, Kelly has set the standard for customer care, community spirit, and automotive excellence.

Here's to continued success and many more years of driving the North Shore forward!



Congratulations to The Kelly Automotive Group on 60 Years!

We're proud to celebrate this milestone alongside Brian Kelly and the entire Kelly team. For 28 years, we've had the privilege of partnering with The Kelly Group, providing uniforms and facility services to support their commitment to excellence.

*Here's to six decades
of success and
many more to come!*

UniFirst

UNIFORMS SERVICES SOLUTIONS



KELLY VOLKSWAGEN

72 Andover St. (Route 114) Danvers, Mass., 01923



Awards and recognition

- ▶ **2019 to 2024:** Five-time CARFAX Top Rated Dealer
- ▶ **2024:** CARFAX Top-Rated Lifetime Dealer
- ▶ **2024:** Wolfsburg Crest Club Award Dealer
- ▶ **2025:** J.D. Power Dealer of Excellence
- ▶ **Eight years running as Volkswagen volume leader** and among best VW dealerships in New England.



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*Congratulations to
Brian Kelly and the entire
Kelly Auto Group Team.
Thank You for 60 Years
of "Making it Easy",
the "Kelly Way"!*

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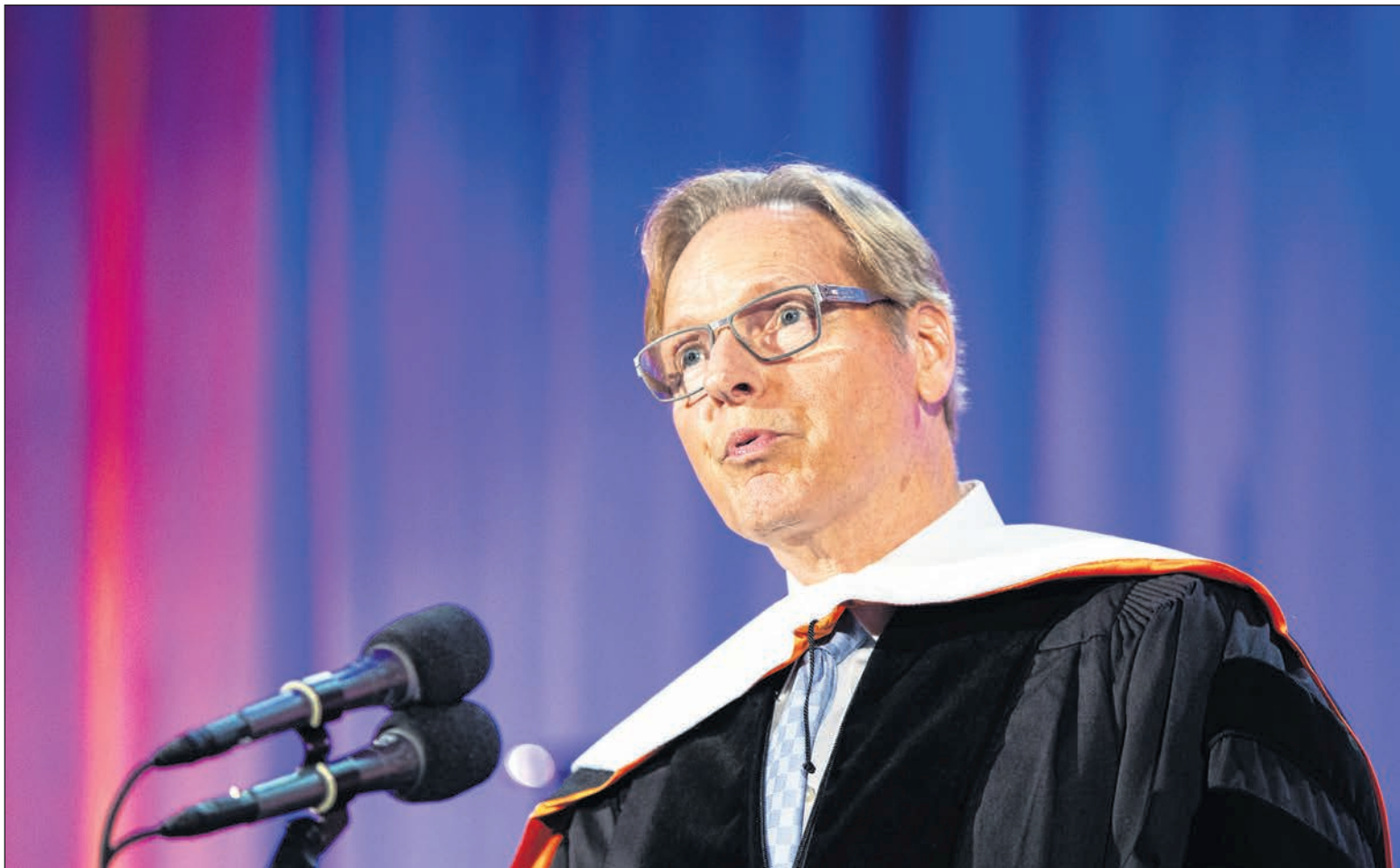
Driving Excellence for 60 Years

Rubin Rudman proudly congratulates Brian Kelly and the entire Kelly Automotive Group on 60 years of exceptional service, leadership, and community commitment.

**Here's to six decades of success—
and to many more miles ahead.**

Rubin
Rudman

Where experience leads.



Brian D. Kelly delivers his commencement address at Salem State University in May of 2024. Kelly received an honorary a doctorate in humane letters.

SPERLING INTERACTIVE/Courtesy photo

» Degree

Continued from Page 13

looking at the kids graduating, was a different feeling.”

Kelly started out as a paper boy who worked so hard that he hired his friends to expand his delivery territory. He first worked helping out at his father, Roland D. Kelly’s, small used car lot when he was only 13.

Today he is known not only for his entrepreneurship, but also for his generous giving back and involvement with the wider community. Meanwhile, many of his family members remain deeply involved with Kelly Automotive Group, which is coming up on a fourth generation of family at the helm or with its hands otherwise in the operation.

When it came time to address the graduates of the Bertolon School of Business at Salem State University, a freshly hooded Dr. Kelly’s advice was clear and from the heart.

“I made many mistakes,” he



COURTESY PHOTO

Brian D. Kelly is no stranger to awards and recognition. Though the Salem State University honorary degree perhaps is most outstanding of all, he regularly is honored at the community level and beyond. Here he is seen receiving The Misselwood Concours d’Elegance’s inaugural Distinguished Patron Award this past July.

said during his address. “But I often think if I had gone to college, maybe I wouldn’t have made so many.”

For each mistake he made, Kelly said he also grew.

“There’s no shortcut to success.

It may seem that way, but as my father used to say, “The harder you work, the luckier you’ll get,” he said. “Hopefully these words highlight that the harder and smarter you work, the more successful you’ll become.”

That was Kelly’s challenge to the class of 2024.

“Grow and evolve from your experiences and the mistakes we all know you’re going to make,” he said. “These mistakes have made me more resilient in the long run. ... By following a strong business protocol and my own moral compass, I built a brand that has brought me great success and personal fulfillment.”

He stressed that his “choices have led me to this moment today.”

“Instead of dreams, follow your opportunities,” he said. “When you find your passion, give it 100%, dress for the job you want. You only have one chance to make a first impression — and if you’re confident and smile, it’ll take you a long way.”

Introducing Kelly prior to his remarks, Salem State University President John Keenan described him as “a great example for the many opportunities of how to give back to your community and how to be civically engaged and help others.”

Citation from Salem State University

Here is the wording from the citation Brian D. Kelly received from Salem State University in May 2024.

Brian D. Kelly. You embody the importance of family, community and doing what you love.

A lifelong North Shore resident, you were born with an entrepreneurial spirit and a drive to succeed. At the age of 13, when most boys were running a paper route, you started your career by working at the used car lot owned by your father, Roland D. Kelly.

Your life is a reflection of the American dream. You started from humble beginnings to become the owner of the Kelly Automotive Group. Who could have imagined that 13-year-old boy would have gone on to own a business with nine franchises in seven locations? You did. Your innovative spirit and love of people, cars and community have helped you build one of the most well-respected automotive groups and family businesses around.

That love of people and community is what makes you stand out amongst other entrepreneurs. You value honesty, respect and integrity. That’s why over the last 58 years, you and the Kelly Automotive Group have become an integral part of many local communities north of Boston.

Your business might have been built on cars, but your reputation has thrived thanks to the kindness in your heart. The Kelly Automotive Group has proudly supported countless schools, programs and organizations that provide food, health care, books, sporting equipment and toys to children in need. The group also supports research for ALS, Alzheimer’s disease and breast cancer.

What we appreciate most of all is how generous you have been with your time, experience and resources to the next generation of entrepreneurs. You’ve shared your business knowledge during speaking engagements on our campus. In addition to that, your dealerships organized a wardrobe drive that benefited Salem State’s Career Closet, helping hundreds of Viking students to achieve their own dreams.

You are an example of not only how a person can achieve their dreams, but how an entrepreneur can better a community in big and small ways. You have made a difference and inspire others to do the same.



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