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» IS NOW »

Bob Brady



Cadillac/Buick/GMC



BUICK

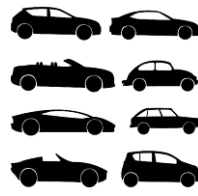
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FROM K-CARS TO CADILLACS

Bob Brady announces a major expansion to the Auto Mall Family Bob Brady has acquired the former Poage Cadillac/Buick/GMC

Decatur, IL. - Feb. 2018: Bob Brady, and the staff of the Bob Brady Auto Mall in Decatur, are excited to announce a major expansion to the Bob Brady family of new car lines. Bob Brady has purchased the former Poage Cadillac/Buick/GMC in Forsyth effective February 27th, 2018.

Bob Brady, a new and used car dealer in Decatur for more than 31 years, made the announcement earlier this week. According to Brady, "this is a huge step for us. This acquisition improves our ability to serve all Decatur area car buyers. We've now got a luxury line with Cadillac, two full-sized sport utilities with the Cadillac Escalade and GMC Yukon and a world-class full-sized pick-up truck with the GMC Sierra. We also love the popular mid-sized Canyon pickup truck. We are excited to have the opportunity to bring these great GM products to Decatur/xxxx and all Central Illinois car and truck buyers."

According to Steve Gensler, General Manager at the Auto Mall, the acquisition of Poage adds a lot of strength to the Brady selection, especially when it comes to trucks: "we've always had an impressive truck line with our RAM products, but we know that GMC is building some amazing truck products... the GMC Sierra is outstanding... the Canyon is great. Adding those to our current RAM line-up means Decatur area truck buyers won't need to look any further than Bob Brady for some of the best light duty trucks in the world."

The purchase of Poage, and the addition of Cadillac, Buick and GMC is only the latest expansion of the list of new cars and trucks offered by Bob Brady. Bob Brady started in Decatur in December of 1986 with 16 employees and a single new car line: Dodge. By 1996, the dealership had added Honda, Hyundai and Mitsubishi to their new offerings. The additional lines, and increased stock, prompted Brady to build the Auto Mall on the northeast corner of Decatur in 2000. The wide-open space, and multiple showroom buildings, allowed for a huge increase in stock on the ground and selection for new car buyers. Brady's success with FCA/Chrysler products led to the addition of Chrysler in 2007, Jeep in 2010 and Fiat in 2016. Today, the Bob Brady Auto Mall ranks as one of Decatur's largest retail employers, with more than 150 management, sales, support and maintenance staff based at the Auto Mall.

According to Bob Brady, bigger truly does mean better, "the addition of Cadillac, Buick and GMC to our new car lines means a better experience, and more options, for the customer. People know, when they visit the Bob Brady Auto Mall, they are going to be treated fairly, they're going to get a great deal and they're going to come back again and again. We intend to bring that same level of service and satisfaction to the former Poage dealership."

Bob invites everyone to visit the new Bob Brady Cadillac/Buick/GMC on Koester Road in Forsyth beginning February 27th.



Terry Byers, our first Cadillac buyer (no pun intended), pictured third from left. Bought the first Cadillac at the new Bob Brady Cadillac Buick GMC dealership in Forsyth. The sale took place on Monday, the first day after Brady bought the dealership formerly owned by Dean Poage. Also pictured are, from left, salesman Bob Nicol, Bob Brady and general manager Steve Gensler.



Rick Heavener, our first Yukon buyer. Rick says "I've been waiting 6 months for Bob to complete the purchase of Poage and it was well worth the wait."



Our first GMC Sierra sale to Horve builders. Jake has also been waiting for Bob to complete his purchase of Poage. And says "We love doing business with the Brady Bunch. We have purchased Ram trucks from Bob and now this give us another option with GMC."



Visit Our New Store Today!

1500 Koester Rd. Forsyth, IL • (217) 875-2110

Bob Brady
Cadillac/Buick/GMC

