

# BOBB AUTO GROUP BRINGS FRESH IDEAS TO NORTHWEST INDIANA

Dealership offers one-price shopping and lifetime warranties on Chrysler group vehicles

**W**e're a brand new dealership," said Art Georgion, Bobb Auto Group's President. "We purchased Center Garage in Cedar Lake on October 31." Center Garage had quite a long history. Founded in 1925 by John Schutz, this location has been selling and servicing Chrysler brand vehicles since the 1950s. Now Art is implementing some modern management ideas that he's developed during his career. "I've been in the business over 20 years, 14 of it with another local Auto Group. I started off in their marketing department doing their print ads. Then I moved to sales, and in 1998 I got my first General Managers position. Our principal owner is Robert Bobb, better known as the owner of Chicago Steel



(Top left, l to r) Peter Kubisty, Michael Clark, LeeAnn Florees, Luke Milan, Celena Pulley, Georgi Dukleski and Dennis Roak. (Top right) The new Dodge Dart at the Chicago AutoShow. Bottom left (l to r): Bill Albracht, Doug Becker, Dennis Barakos and David Majewski. (Bottom right) Bobb Auto Group President Art Georgion.

TONY V. MARTIN | THE TIMES

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**Art Georgion, President  
Bobb Auto Group**

in Gary. He's a blue collar guy and is a self made millionaire. I had a chance meeting with him and the next thing you know, we're in the car business. He told me 'I enjoy giving guys like you an opportunity to become successful.' He's a great guy, a great philanthropist. He's a graduate of Notre Dame and West Michigan University, where he just donated their baseball stadium."

So what will Bobb Auto Group be doing differently? "We're a one-price store," said Art. "Our sales people work on salary, not commission. It's satisfaction based pay. We reward them for high customer satisfaction. I've never been

comfortable with the back-and-forth deals, even though I have worked many deals like that in the past. Our industry needs to improve our reputation with the general public. I always said if I got my own place I would do it differently. Treat everyone fairly, charge a fair price, offer great service and treat people's time respectfully. People love it. AutoNation, one of the biggest dealer chains in the country is moving to a one-price system, I see the whole industry doing it eventually."

"We also offer a free lifetime powertrain warranty on every qualifying vehicle we sell," said Art. "That's all new vehicles and it applies to about 99% of our used vehicles as well. We want people to buy with confidence and peace

of mind."

Bobb Auto Group features the new lineups from Chrysler, Dodge, Jeep and Ram. "The Jeep line is selling like crazy," said Art. "Wranglers, Grand Cherokees we can barely keep in stock. The Chrysler 300 is doing well. It's a very elegant car. We have the Motor Trend Truck of the Year, the 2013 Ram 1500. We have the muscle cars from Dodge, and the new Dodge Dart that gets up to 41 mpg. I just got back from the Chicago Auto Show, the Chrysler display looked amazing. These are really great vehicles in all four lines."

Even with a new business plan, Art is keeping up some traditions like supporting community interests and reaching out to the original employees. "We

offered everyone a position and ended up with about 85% of the original staff here," said Art. "John Schutz (Center Garage founder's grandson) still comes in every day and acts as my mentor. We'll have a cup of coffee, and John will school me on the car business. More often than not he's right. I am fortunate to have great managers and staff and I see a lot of opportunity to grow the name."

FOR MORE INFO:

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