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FOR IMMEDIATE RELEASE

Tom Masano Auto Group to Open New Auto Park

Reading, PA – May 28, 2015 – Mayor Vaughn Spencer, the Tom Masano Auto Group and the Reading Redevelopment Authority hosted a ribbon cutting ceremony to celebrate the purchase of the Baldwin Brass manufacturing facility at 800 E. Wyomissing Boulevard. The 28-acre, 250,000 square-foot facility will be developed into the newest auto park in the City of Reading.

Mayor Spencer noted that the expansion of the dealership is "an expression of confidence in the City of Reading and our economic development plan. It's wonderful that they have the opportunity to employ many more people from the area and we're excited about this project." He also commented that the City is looking forward to working with Masano and their plans to improve the appearance of the surrounding neighborhood.

Adam Mukerji, the Executive Director of the Reading Redevelopment Authority stated that the adaptive reuse of this property will transform it into a luxury car showroom and repair shop unlike any other in the northeast region of the United States. This impressive facility will have an outdoor 600-car lot and 250,000 square feet of heated and air conditioned space to house an indoor showroom with 400 cars and trucks from five different brands so that customers can shop year-round, rain or shine.

The auto park will be outfitted with sprinklers, alarms, and a loading dock building. The facility will also have a 20-bay repair shop with 25 reconditioned bays and an eight-station car wash, a 25-car bay collision facility and their corporate headquarters for 45 personnel. A Wi-Fi lounge, complete with a kids' theatre and brick oven pizza will also be on the grounds and available to patrons.

A 15-car showroom housing super exotic vehicles will take the Tom Masano Auto Park to a level of excellence that will set the benchmark and be an inspiration to others, exceed the expectation of customers and give them a memorable and pleasant purchasing experience.

“This new dealership is the mark of a new chapter in the Masano Auto Group history and for the brands we sell,” says John Masano.

The Group has also decided to invest in landscape in the surrounding area including Lancaster Avenue, Hancock Boulevard and Brookline Avenue, making this project a critical anchor for the neighborhood’s revitalization and a catalyst for positive change. Further plans include a path through their property that will connect the community to the Thun Trail.

Chris Heinly, the Chairman of the Reading Redevelopment Authority said that this project will be a big boost not only to the neighborhood and the community but also to the City in not only creating job opportunities but also improving the quality of life of the residents.

Local entrepreneurs, The Masano Auto Group, recognize that the many economic development initiatives undertaken by the Reading Redevelopment Authority and other City agencies are beginning to show positive results and they are willing to invest millions of their own money into this project. This luxury car showroom will make the City into a prime destination for locals and tourist to visit from all over the Tri State area.

“I am very impressed with the City of Reading and the people here,” commented Bruce Masano. “There couldn’t be a better place to open up the Tom Masano Auto Park.”

The travel time between the auto park and the Masano Lancaster Ave locations are; 45 seconds to Mercedes-Benz. 1 ½ minutes to BMW. 3 minutes to Ford. 3 minutes to the Body Shop Complex!!!

Mercedes-Benz, BMW and Ford Showrooms on Lancaster Avenue will continue to morph into beautifully landscaped, abundant customer parking, Sales and Service Boutiques.

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