

Mercedes-Benz of Cutler Bay

A BILL USSERY MOTORS COMPANY

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A NEW STAR SHINES BRIGHT FROM THE SOUTH!

Bill Ussery Motors is proud to announce its second Mercedes-Benz dealership is open for business

CUTLER BAY, FL (Aug. 14, 2008) Following approximately 6 years of planning and preparation, general manager Pete Blackwell has announced that Mercedes-Benz of Cutler Bay is open for business! The official opening took place earlier this week upon the signing of the final papers with Miami-Dade County and the City of Cutler Bay. A formal ribbon-cutting, in which Cutler Bay Mayor Paul Vrooman will formally welcome Mercedes-Benz to the neighborhood, is scheduled for September.

"I have been anticipating this for a long time because of the positive impact Mercedes-Benz of Cutler Bay has and will continue to have on this great community," said Mayor Vrooman. "It will be an honor to welcome a company with the foreword thinking to recognize an area for its tremendous potential -- the economic development that is taking place here, both residential and commercial, is astounding."

The new dealership is located on a 10.2 acre site on the corner of State Road 821 and SW 211th Street between the Florida Turnpike and Southland Mall (formerly Cutler Ridge Mall). "As the state's southern most dealership, we are uniquely positioned to reach a new and exciting market including Palmetto Bay, Cutler Bay, Homestead, Kendall and all the Florida Keys," says Blackwell. "Just look for the 'star' from the Turnpike!"

"For nearly 55 years, we have served our South Florida clientele to the absolute best of our ability," said Robert W. (Bob) Brockway, Chairman and CEO of Bill Ussery Motors, parent company of Mercedes-Benz of Cutler Bay and Mercedes-Benz of Coral Gables. "We know that our team's continued dedication to our clients and our sales and service accomplishments, qualities that have made us successful since my grandfather began operations in 1954 in Coral Gables, will be the elements that will result in a successful second Mercedes-Benz location." As the second dealership of a company that has ranked number one in sales in the entire Southeast US for 13

consecutive years, Mercedes-Benz of Cutler Bay is uniquely positioned to continue a remarkable legacy of success.

Mercedes-Benz of Cutler Bay is an 180,000 square-foot facility that features expansive space for new and pre-owned vehicle sales, a service department, a boutique and a large client center complete with refreshment area, space for clients to access the Internet while waiting for service, and a children's activity area.

"Mercedes-Benz of Cutler Bay has a feeling of casual elegance that will appeal to everyone," says Blackwell. "The goal was to make our guests feel relaxed and at home through the use of wood tones and the extensive use of natural materials in a refined way. The development team has done a great job – I think you'll agree that we accomplished this goal."

"The dealership has really changed the look of SW 211 Street by placing the beautiful building up to the street. It shows that the people of Bill Ussery are good corporate citizens by paying attention to the vision the citizens have expressed and it's a fitting showcase for the amazing cars they sell," concludes Mayor Vrooman.

For more information, please visit www.mbcutlerbay.com or call 305-251-0345.

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