



For Immediate Release

Contact Name: Jorge T. Barrera, J.D.

Title: Senior Economic Development Project Manager

Department: Community and Economic Development

Phone: 707-428-7039

E-mail: jbarrera@fairfield.ca.gov

Future Automotive Group and Hansel Automotive Group select Fairfield Auto Mall for new auto dealership

Fairfield, California – (Thursday, January 7, 2021) - After months of searching for the perfect location for a new auto dealership, Future Automotive Group and Hansel Automotive Group have purchased a property located in the Fairfield Auto Mall at 2595 Auto Mall Parkway. The property will serve as the home of Future Chrysler Dodge Jeep and Ram of Fairfield. Opening date for the dealership will be spring 2021. Steve Pleau, President and CEO of the Future Group said, “We could not have found a better location to expand our footprint and join the Fairfield community.”

City of Fairfield staff members continue to support the new auto dealership by assisting with the permitting process. In describing the City of Fairfield’s business attraction efforts, Henry Hansel, President and CEO of Hansel Auto Group, stated, “This is a classy city. The support we have received from staff has been incredible. My father was the Ford dealer in the area and had a satellite operation at Travis Air Force Base. This is like returning to my roots and I am really excited.”

The automotive partnership team consists of Future Automotive Group and the Hansel Automotive Group, two great family-owned organizations from Northern California focused on providing the best in customer and employee satisfaction in the automotive industry. The Hansel and Pleau partnership started almost two decades ago and operates the Ford, Lincoln Hyundai, Chrysler, Dodge, Jeep and Ram franchises in Concord. The new dealership will replace one of the Momentum Auto Group dealerships that shut down in 2018.

The partnership team estimates yearly sales will generate substantial sales tax revenue for the city’s general fund and create quality jobs with benefits. The Chrysler Dodge Jeep and Ram dealership joins several new dealerships in the Fairfield Auto Mall providing a new synergy amongst all the dealerships.

The group reviewed several properties with the help and support of City of Fairfield staff and was amazed at their support and responsiveness. “Fairfield and the Auto Mall location were always at the top of our list. We are thrilled that we were able to purchase this location. We feel the growth in Fairfield and the surrounding area makes this the perfect location” said Partner Rick Boyd who led the search. “We are excited to bring great jobs, customer service, and tax revenue back to Fairfield.”

Future Automotive Group and Hansel Auto Group’s selection of the Fairfield Auto Mall for a new dealership reinforces investor confidence in Fairfield and its consumer market. Despite the closure of seven dealerships owned by Momentum Auto Group a few years ago, the City of Fairfield has been successful in the attraction of several new auto dealerships to the Auto Mall including Hanlees Fairfield Toyota, Hanlees Fairfield Nissan, and Sunwise Fairfield Preowned Superstore. The City of Fairfield welcomes Chrysler Dodge Jeep and Ram to the Fairfield Auto Mall and looks forward to the continued success of Future Automotive Group and Hansel Auto Group in Fairfield, California.

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About the Fairfield Economic Development Division

Fairfield, CA continues to appeal to retail and commercial entities seeking to grow their businesses. Fairfield offers an accessible Bay Area location, abundant space, value-priced real estate, a diverse workforce, and a unique set of regional amenities. For additional business resources in Fairfield, please contact the Economic Development Division at (707) 428-7462 or econdev@fairfield.ca.gov.