



City of Placentia Press Release

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PLACENTIA CELEBRATES GRAND OPENING OF AUDI NORTH ORANGE COUNTY

PLACENTIA, CA – In partnership with Penske Automotive Group, the City of Placentia celebrated the Grand Opening of a new Audi Dealership located at 1275 E. Yorba Linda Boulevard in Placentia. This is the first Audi dealership in North Orange County and Placentia.

The new dealership includes a single-story showroom, enclosed service drive, and up to 27 service bays. The total building area is nearly 36,000 square feet. The showroom building features an interior vehicle display, sales area, offices, and ample guest amenities. The rear buildings house the parts department, employee support areas, service bays, detail/wash bays, and a photo booth.

"The City worked hard to find the perfect developer to take over this formerly vacant lot, and I am so happy that it was a company as well-regarded as Penske Automotive," said Placentia Mayor Rhonda Shader. "Our new Audi dealership will help grow our local economy as this beautiful facility is sure to be a strong destination dealership. I am very excited to have Audi North Orange County open its doors in Placentia, and I look forward to their continued success and community partnership."

Before being purchased by Penske Automotive Group, the property had been an eyesore to the community and was an attractive nuisance for vandalism, graffiti, and other illegal activities. The City worked extensively with the property's previous owner to either fully secure the property, develop it, and sell it to someone that was consistent with the City's vision for development. The City finally achieved its long-term goal of developing the property with a highly coveted business that will bring significant sales tax revenue to Placentia. The new Audi dealership will generate approximately \$400-\$500k of annual sales tax revenue and create 35 new jobs within the City.

"After so many years as a vacant site, to finally celebrate this grand opening is a momentous achievement for the City of Placentia. I'm so proud of the hard work and collaboration that went into completing this project. This would not have been possible without City staff, City Council, and Penske Automotive Group working together to bring this new Audi dealership to completion so quickly," said Placentia City Administrator Damien R. Arrula. "This new dealership will benefit our Placentia community and the greater region. To have Penske Automotive bring the first Audi in North Orange County to Placentia is a significant statement of confidence in the City and where we are going."

"The support surrounding this project has been nothing short of amazing. The partnerships formed throughout the process has led to a successful grand opening and we are excited for the opportunity to serve the local community," said Audi North Orange County General Manager Luke Muncy.

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