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Project of the Month: Connolly Brothers and Prime Motor Group - Building dealerships and relationships

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For over twenty-five years, Connolly Brothers has been designing and building automobile dealerships for the Rosenberg family. Over that time, the Connollys and the Rosenbergs have partnered on over twenty-five projects with the most recent project being the design and construction of a new Prime Infiniti dealership in Hanover.

Connolly Brothers has started construction on a new 23,800 s/f Infiniti dealership for Prime Motor Group on Washington St. The facility will replace an existing Infiniti dealership in the same town.

The new facility melds the interior design branding of Infiniti with an exterior tailored for the historic requirements of the town. It will house the sales and service operations for Prime Infiniti and will be the newest in Prime's portfolio of automobile dealerships.

Throughout the 25 years of collaboration, first with Ira Rosenberg and his son David at the Ira Motor Group, then with David at Group 1 Automotive, and currently with both David and Ira at Prime Motor Group, the team has built a long-term, trusting business relationship. Connolly takes great pride in providing the design and construction services which have been an integral part of the incredibly successful automobile business model that the Rosenberg family has built.

Although David Rosenberg, president of Prime Motor Group, revels in joking around with Steve Connolly, he clearly shows respect for Steve's skills as a builder and businessman. "We have shown great loyalty to Connolly Brothers because they possess integrity and honesty. We also like that they have a talented in-house design team and that many of their staff have been around for a long time. This in-house design capability along with the familiarity and understanding we have developed has resulted in cost-effective facilities that serve the complex needs of our modern day automotive dealerships while being mindful of all-important budgets," said Rosenberg

Both businesses feel the long-standing relationship has been mutually beneficial. "Our objective is to always do the right thing and to treat each other fairly and respectfully to position ourselves always to be asked back for the next job," said Connolly.

Both Connolly Brothers and Prime Motor Group are family-owned businesses that were built and led by great visionaries. Connolly Brothers was established in 1880 by Stephen J. Connolly and his three brothers. Today, Steve Connolly continues that leadership and is proud to have his son Jay alongside as the company continues into its fifth generation. Ira Rosenberg began his automobile business back in 1967 out of a single used car lot in Danvers. Ira and David's leadership has resulted in one of the truly great success stories in the New England automobile business community.

Prime Infiniti Dealership project team:

Construction Manager: Connolly Brothers

Owner: Prime Motor Group

Sitework: PA Landers

Landscape and Irrigation: Schumacher

Masonry: George W. Pynn

Plumbing: T. Sullivan Mechanical, Inc.

HVAC: Merrimack Valley Corp.

Electrical: Matthew Dennen Electrician

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