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## **Connolly Brothers completes 53,000 s/f Prime Mercedes Benz Hanover dealership**

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For over 25 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 27 projects with the most recent project being the design and construction of the new Prime Mercedes Benz dealership at 1845 Washington St.

The new 53,000 s/f facility required the demolition of the showroom building of a former dealership to make way for a new branded Mercedes Benz showroom while salvaging and renovating the former service department into one befitting a new Mercedes Benz dealership. The completely renovated building houses the sales and service operations for Prime Mercedes Benz Hanover and is 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 Steve Connolly.

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