

# BUSINESS BOOMING FOR GEORGETOWN DEALERSHIP

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It's safe to say there aren't too many businesses out there that can report an increase in sales since the pandemic hit. But that's just the position Georgetown Kia found itself in lately, with sales taking an unprecedented turn upwards following a two-week closure in the spring.

"Our business has been through the roof," said dealer principal Tony Garofoli. "It's totally the opposite of what we expected."

With the public not allowed in the showroom during the early days of the pandemic, Garofoli said his staff was instead travelling to visit customers and get the job done.

By June, the local dealership was experiencing record-breaking sales, with over 240 vehicles leaving the lot that month.

"I couldn't believe the need people had to buy a car at this time. Things did not



Melanie Hennessey/Torstar  
Georgetown Kia dealer principal Tony Garofoli (left) and general manager Robert Tasi at the new red cube design dealership.

## GEORGETOWN KIA

**Address:** 15 Mountainview Rd.

N., Georgetown

**Website:** georgetownkia.com

**Phone:** 1 866-980-4212

**Hours:** Monday to Thursday – 9 a.m. to 9 p.m.  
Friday and Saturday – 9 a.m. to 6 p.m.

slow down for us," he said. "I know a lot of businesses that are closing over this (pandemic), so we've been very fortunate."

Industry experts have surmised that people's fears about contracting COVID-19 through public transit or carpooling have led to an uptick in car sales as of late.

With house calls no longer necessary, local residents can now visit Georgetown Kia's new location on Mountainview Road North, provided they're wearing a

mask.

The 23,000-square-foot, two-storey facility that features Kia's new red cube design is a far cry from where the dealership got its start in Georgetown with two small stores, one for new and one for used vehicles.

"It's all brand-new equipment. We literally left everything behind and said we want to start fresh," said Garofoli. "We've worked very hard to get to where we are."

Going forward, Garofoli said the dealership is looking to expand its operations within town.

Georgetown Kia also plans to continue supporting a variety of local causes, including the Georgetown Hospital, Georgetown Breadbasket, Light up the Hills, the Classics Against Cancer car show, United Way and more.

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**Notice to residents:** The Town of Halton Hills is advising of a temporary closure of McNabb Street between Mill Street and College Street in Georgetown. McNabb Street will be closed to through traffic for the completion of tunnel lighting repairs from Tuesday, September 29 to Wednesday, September 30, 2020.

If you require any additional information regarding this road closure, please contact the Transportation & Public Works Department at 905-873-2600, ext. 2215.



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