



NEWS RELEASE

Contact: John F. Bergstrom
(920) 725-3094

Tim M. Bergstrom
(920) 585-7717

Linda Moorhead
(920) 378-3007

Bergstrom Automotive opens new Hyundai Dealership in Green Bay

(Green Bay, WI – August 19, 2024) – The all-new Bergstrom Hyundai is now open on Interstate 41 in Green Bay. Formerly located on the Military Avenue campus, the team has a new home off Oneida Street near the I-41/172 interchange.

The new design comprises 35,000 square feet and was developed to enhance the guests' dealership experience. The new dealership offers a wide selection of Hyundai vehicles from the efficient Elantra to the rugged Santa Fe and the all-electric Ioniq plus a full range of services including expert maintenance, repairs, and genuine Hyundai parts.

Bergstrom Automotive continues their growth in Green Bay with seven dealerships and over 1,000 employees in the Green Bay market. John F. Bergstrom, Executive Chairman, states "We are thrilled to unveil our state-of-the-art facility to further enhance the guest experience we work hard to deliver."

Tim M. Bergstrom, President & CEO, adds "Our new location is designed to provide a warm and welcoming environment for our guests and have our team provide for their automotive needs."

"This facility is equipped with the best tools for our team to maintain and repair our guest vehicles and set up in a way where we can attract and retain the best talent especially in the world of master class technicians," said John F. Bergstrom.

Bergstrom Automotive has secured the largest selection of Hyundai vehicles in the state to launch this new store and is offering an outstanding opportunity for guests to upgrade their vehicle.

Everyone is welcome to visit the dealership for the Ribbon Cutting event in September.

Details are as follows:

Thursday, September 12, 2024

11AM – 1 PM with Ribbon Cutting at Noon

Bergstrom Hyundai

2780 Ramada Way

Green Bay, WI 54304

(920) 497-6900

About Bergstrom Automotive

Bergstrom Automotive, headquartered in Neenah, Wisconsin, is one of the top automotive retailers in the U.S. and the largest dealer in Wisconsin. The company employs over 2,300 teammates statewide and is focused on delivering outstanding guest service.

The Bergstrom organization sells and services the following franchises: Acura, Alfa Romeo, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, FIAT, Ford, Genesis, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lexus, Lincoln, Maserati, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Ram, Sprinter, Subaru, Toyota, Volkswagen and Volvo in 40 facilities located throughout Wisconsin.

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