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“The next 100 years of Hoffman starts now.”

May 3, 2023, East Hartford, CT: Hoffman Auto Group co-chairman Bradley Hoffman announced today the company will be breaking ground on the single largest facility investment in its 100+-year history. “While the official groundbreaking ceremony will be held at 630 Connecticut Boulevard in East Hartford on May 22nd our pre-construction activities are starting now,” said Sam Pines, Hoffman’s head of construction.

“The next 100 years of Hoffman starts now”, said Bradley Hoffman. “We’re leading with a totally new, ‘next generation’ Porsche facility making it one of the first of its kind in the world. Where our clients will get the pure expression of the Porsche experience with more cars, climate-controlled drive-thru and other amenities -- only at Hoffman.” Construction will also include Lexus (construction starting in June) with a complete physical brand refresh plus planned investments in both Audi and Ford/Lincoln facilities that are also on Connecticut Boulevard.

At the same time, the entire Hoffman Auto Group statewide is undergoing a massive infrastructure investment to prepare all its brands for electrification.

“While our construction is underway,” Hoffman added, “we will maintain the convenience and quality experience customers trust from Hoffman and will continually update them through an interactive online site (link) to facilitate a concierge level of service.”

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