

Strong Focus Makes Patrick Hyundai of Schaumburg, the Dealer Group's "Flagship Store," after Sale of Patrick Hyundai in Palatine

When news broke of the sale one of the Patrick Dealer Group's Stores in Palatine, IL, there was a public misconception that Hyundai was going away, for the 44 year Dealer Group in Chicagoland. Actually, it was just the opposite; Hyundai was being strengthened at the "Flagship Store" in Schaumburg.

Schaumburg, IL March 8, 2016 ([PRWEB](#)) March 11, 2016 -- Since 1971, the [Patrick Dealer Group](#) has been a stalwart in the Chicago automotive landscape. After over 44 years and now seven brands, (BMW, Mini, Volvo, Cadillac, Hyundai in Schaumburg and Jaguar, Land Rover in Naperville) the Patrick Dealer Group recently sold one of it's dealership points in Palatine, IL. (Patrick Hyundai of Palatine)

The news of this sale caused some misconception around Chicagoland, that one of the strongest and most well known dealer groups was eliminating Hyundai from it's stable of mainly import and luxury brands. Rather, the Group was focusing attention on the core of its strength in the dealer's home base of Schaumburg. The [Patrick Hyundai Schaumburg](#) store consistently ranks at the top of the region in Customer Service Index (C.S.I.) scores. With this success and focus on Hyundai customers currently in the Schaumburg area, the Palatine Hyundai store represented a duplication in services. This is due to many Palatine residents commuting through the Schaumburg area, which is the "Flagship Store" for Hyundai in the Patrick Dealer Group.

Traditionally the Schaumburg, [Patrick Hyundai](#) store, has been the #1 dealer in the Midwest in 2011, 2012 & 2013. So, with Schaumburg being the Patrick Dealer Group's main area of operation for years and it being the municipality where the corporate offices are headquartered, it makes sense that the focus should remain on the "Flagship Store" Patrick Hyundai in Schaumburg.

As Brent Rogers, Chief Marketing Officer of the [Patrick Dealer Group](#) puts it, "We will remain focused in Schaumburg to the Hyundai brand and it's phenomenal growth and popularity." He continues, "With the advent of the Genesis Luxury Brand, the fit couldn't be any better for Hyundai to continue strong in Schaumburg."

**Contact Information****Brent Rogers**

Patrick Cars

<http://www.patrickcars.com>

+1 847-605-4013

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