

Norris Automotive Group Announces Acquisition of Vermeer Mid Atlantic

Deal represents continued expansion of Norris Commercial Division into medium and heavy-duty equipment sales and service.

Baltimore, MD ([PRWEB](#)) April 04, 2016 -- The Norris Commercial Division (www.NorrisCommercial.com) continues its expansion into the marketplace with the acquisition of Vermeer Mid Atlantic, an eight-location dealer partner of Vermeer Corporation, the world-leading manufacturer of equipment for utility installation, horizontal drilling, tree care, organic recycling and wood waste processing equipment. Vermeer Mid Atlantic operates across Maryland, Virginia, North Carolina and South Carolina.

“We are incredibly excited to become a partner with a premier brand like Vermeer,” said Norris CEO Andy Franklin. “They are an industry leader with a phenomenal management team and a great staff.”

Founded in 1969, Vermeer Mid Atlantic (VMA), through the leadership of founder John Vos and the efforts of his deeply dedicated team, grew from a single small shop to a multi-state award-winning dealer generating over \$100 million in revenue. VMA and its employees are committed to providing the best customer service in the industry and have an average tenure of over 10 years, which in turn has propelled VMA to become one of the top-performing Vermeer dealer partners in the nation. This accomplishment and growth could not have been achieved without the leadership and key contributions from David Hann and Mark Boyle.

“The drive and commitment John, Mark and David instilled in their team mirrors the Norris culture which is built on tenured, knowledgeable employees delivering exceptional service,” said Mr. Franklin. “We want to carry the torch and continue to deliver on the impeccable reputation John built.”

Mark Boyle, who currently serves as President of the Maryland and Virginia operations, will be taking over as President of the entire VMA Company. His deep knowledge of the industry, unequalled passion for the business and focus on customer service will help this newly joined partnership continue to prosper and flourish.

“Mark is a tremendous leader, and we are very excited to begin this partnership with him,” said Mr. Franklin. “He is a huge addition to the Company, and we couldn’t make this transition successful without him.”

The Norris Commercial Division shares many of the same customers with VMA and the acquisition allows the Company to coordinate and leverage its efforts to deliver additional value to its customers.

“Ultimately our customers will benefit the most from having a single source for purchasing and servicing their vehicles and their equipment,” added Mr. Franklin.

About Norris Commercial Division

Norris Commercial Division has been serving the automotive needs of Baltimore, Washington and the surrounding areas since 1917, with locations in Dundalk, Ellicott City, Upper Marlboro, Rosedale, and White Marsh. The Norris Commercial Division maintains over \$7 million in parts inventory, 45 parts delivery vehicles servicing the mid-Atlantic region with multiple daily deliveries, four dedicated commercial service facilities in the Baltimore/Washington market, over 20 mobile service and hydraulic repair crews that operate 24/7, and the largest commercial vehicle sales team in the region. For more information on the service Norris Commercial provides, visit norriscommercial.com.



About Vermeer Mid Atlantic

Vermeer Mid Atlantic, Inc. – a dealership group with eight locations in Annapolis Junction, MD - Manassas, VA - Ashland, VA - Colfax, NC - Garner, NC - Charlotte, NC - Summerville, SC and Simpsonville, SC.— is a full-service Vermeer Platinum equipment dealer that specializes in selling, leasing, training and servicing Vermeer® NAVIGATOR™ horizontal directional drilling machines, equipment for utility installation, tree care, organic recycling and wood waste processing equipment. Equipped to do more, the extensive product line, pre-owned inventory, expansive parts catalogue and professional staff have made VMA a top provider for the national Vermeer family. Visit vermeermidatlantic.com for more information.

About Vermeer Corp.

Vermeer Corporation delivers a real impact in a progressing world through the manufacture of high-quality underground construction, surface mining, tree care, environmental and agricultural equipment. With a reputation for durability and reliability, that equipment is backed by localized customer service and support provided by independent dealers around the world. To learn about Vermeer Corporation, products, the dealer network and financing options, visit vermeer.com.

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