

Regional car dealer group buys Williamsburg Ford dealership



Williamsburg Ford General Manager Brandon Stanhope and new owner Liza Borches. (Rodrigo Arriaza / Virginia Gazette)

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After being purchased by regional car dealer group Carter Myers Automotive, the Ford dealership on East Rochambeau Drive is now **CMA's Williamsburg Ford**.

CMA owns 15 dealerships across the state, reaching from Charlottesville to Richmond, and now into Williamsburg. The dealership was purchased from global leasing company Element Fleet Management, CMA President and CEO Liza Borches said, and the new owners officially took over May 14.

Borches said she's the fourth generation of her family to run the business, which got its start in Petersburg as a Ford dealership in 1924. After selling that dealership in 1989, she said the company has sought to get back into the Ford business, and with the purchase of the Williamsburg dealership, the company is going back to its roots.

She said Williamsburg's community feel, along with the opportunity own a Ford dealership again, is what

attracted the company to the area.

“We've been looking for the right Ford dealership in Virginia, and with the location of Williamsburg and the market that this community presents along with the right brand when we had the opportunity, it was a no-brainer,” she said. “We jumped at it, and we were really excited to get Ford back into our company and to start in the new market of Williamsburg.”

CMA employs about 675 employees across all of its locations, Borches said, with 55 to 60 workers at Williamsburg Ford. Borches and General Manager Brandon Stanhope said they hope to grow the dealership's staff in the near future.

“We expect to be able to create more jobs specifically in the sales team and with technicians, those are the areas that we see growing the fastest almost immediately,” she said. “Even right now, the first two weeks have been going so well that we're looking to add people to the team already.”

CMA's Williamsburg Ford has more than 200 new and used cars in stock, Stanhope said. The dealership is located at 701 E. Rochambeau Drive. For more information, visit williamsburgford.com.