

# CF Seaside Co Santa Cruz Business enters auto business

REFERENCE By JOAN RAYMOND

Sentinel Staff Writer

SANTA CRUZ — Looking to diversify its business, the owner of The Boardwalk amusement park has formed a partnership with local car dealer Lee Courtright to buy the downtown Toyota dealership on Front Street.

Local auto-sales entrepreneur Steve Bergstrom is selling his Toyoto business to the partnership, Bergstrom confirmed today.

Courtright, who owns the Nissan Datsun-Dodge dealership on Front Street, will manage the Toyota business, said Charles Canfield, president of Seaside Company, the owner of The Boardwalk.

Company officials met this morning at the Toyota business to sign the purchase papers.

The purchase price was not disclosed.

Seaside Co., a large beach-property landholder, had bought the Toyota property last spring for about \$2 million.

The deal marks another shift in the local car-sales business. It has been in a state of flux ever since Bergstrom told City council members in May he was planning to move several of his Santa Cruz dealerships to a larger location in Scotts Valley. City and business leaders have been lamenting the pending loss of sales-tax dollars ever since.

If the Toyota transfer goes through, Canfield commented, "This will be one agency that won't be leaving town."

Canfield added, "It is an investment to diversify our company."

The Toyota franchise was to be included in a new Scotts Valley Drive auto plaza on a 17-acre site to house Bergstrom's Mercedes-Benz, Honda and Subaru dealerships.

The automotive shopping center will also include two other foreign-car franchises, said Bergstrom. He said he could not reveal at this point the names of the two franchises.

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