

# Bergstrom Purchases Honda, Toyota Dealerships

In a major Santa Cruz automotive development, Steve Bergstrom of Bergstrom Motor Co. has purchased the local Honda and Toyota dealerships.

Bergstrom told The Sentinel the sales are in escrow and are expected to close in about 45 days.

Bergstrom has purchased the dealership and property of Honda of Santa Cruz from Ed Ethrington. That dealership is located at 4240 Soquel Ave.

Ethrington, who says he plans to retire and travel, operated the Honda motorcycle franchise in Santa Cruz from 1963 to 1973. He obtained the Honda auto

franchise in 1970. Originally at 901A Soquel Ave., Ethrington moved the dealership to its present location in 1972.

Bergstrom has purchased Toyota of Santa Cruz from a corporation, whose officers are Lynn Schultz Jr., Allen Metzler and Joseph Desmond. The deal involves only the dealership, which has leased its building and land at 512 Pacific Ave.

Purchase prices of the two dealerships were not disclosed.

Bergstrom, who purchased the Buick dealership from Farrar Motors in 1973 and the Mercedes Benz dealership from Stahl Motors in 1975, said he will operate Toyota and Honda as separate enterprises.

He said he hopes eventually to obtain a large enough piece of land to group the four dealerships together in an auto center arrangement.

"I feel a strong loyalty to the city of Santa Cruz, where we started in the auto business in 1973, and I hope we can find a parcel large enough so we can remain in business in this city," Bergstrom said.

Of the deal, he said: "Import sales in Santa Cruz County are approaching 70 percent (of the total market). When both dealerships came up for sale, I felt they would put together a nice business package."

He noted that Toyota is number one and Honda number two in new car registrations in the county.