

Car dealers in place at Auto Plaza

3-17-86 Auto Plaza - Capitola
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CAPITOLA — The three auto dealers who planned to move into the Auto Row plaza have finally come together at the 10-acre sales lot here.

The Porsche-Audi-Isuzu dealership moved in about two weeks ago; the Marina Pontiac-Cadillac-Buick moved in Friday night; and Roy Baldwin Oldsmobile-AMC-Jeep moved in this weekend.

The plaza is located between 41st Avenue and Wharf Road.

It is facing some controversy after broker Steve Bergstrom decided he would move an auto brokerage into the complex. Some have complained his planned building is too small and does not fit in with other dealerships. Dealers also are upset that he plans to sell the same cars that are sold by them.

Bergstrom doesn't plan to move in

until summer if his building plans are OK'd by the city.

Sal Puglisi of Santa Cruz Porsche-Audi Isuzu says that it's a beautiful complex with a lot of traffic going by. "We think the business climate is excellent and there's a good spirit of competition."

Dealers hope to make use of the 100,000 people per day who pass by on the highway.