

MADISON
Lake Area Improvement Corporation

South Dakota

HomeTown HIGHLIGHTS

Prostrollo Auto Mall reveals new Ford-Lincoln facility

by Emmeline Elliott

Prostrollo All-American Auto Mall is celebrating its newly expanded Ford-Lincoln dealership.

The Ford-Lincoln dealership now has a 15,000 square-foot all-inclusive facility, said president Pat Prostrollo.

The new building features a larger showroom, new lounge, internet café and a children's play area. There is also a customer service drive, more office space and a complete parts department. More than half of the new facility is devoted to the service department, which has nine service bays.

"It's just an overall better customer experience in sales and service," Ford-Lincoln franchise general manager Nick Prostrollo said.

Customers will also have a better selection, as the expansion will allow Prostrollo Auto Mall to double its Ford and Lincoln inventory.

An impressive increase in Ford-Lincoln sales – about 60 percent in the last year and a half – led to the need for more space for the dealership.

"We felt it was time to give the

Ford-Lincoln franchise their own facility," Pat Prostrollo said.

Prostrollo Auto Mall looked to area contractors and businesses to complete most of the project, including Reinicke Construction, Barger Electric, Barger HVC, Barger Construction, Johnson Brothers Construction and Montgomery's Furniture. Henry Carlson Company was the general contractor.

"Eighty percent of the construction was done by local contractors," Pat Prostrollo said.

Nick Prostrollo said construction went well with no major delays.

While the construction of the Ford-Lincoln dealership is finished, work has recently started to remodel the General Motors building. Pat Prostrollo said the interior and exterior will be renovated in accordance with the GM facility image program.

Prostrollo Auto Mall is one of the largest non-industrial employers in Madison, with more than 70 full-time employees and 15 part-time employees. The company plans to add about eight more employees due to the expansion.



The Madison area has witnessed the growth of Prostrollo Auto Mall since founder Jerry Prostrollo opened the dealership on a corner of Harth Avenue in 1957 with 11 employees. The business is now a three-generation company that occupies nearly 60,000 square feet in facilities and sits on 11 acres in the southeast corner of Madison.

Pat Prostrollo credited community support for the continued development of the business.

"We couldn't have done it without community support. Madison has been terrific to this organization for

the past 50 years," Pat Prostrollo said.

The company, in turn, has a long history of sponsoring community programs and events. Prostrollo Auto Mall was recognized as one of the top benefactors of the SoccerMadison Association. The business is a frequent backer of local sports teams, and helped fund a bus trip home for members of the 211th Engineer Battalion Sapper unit before a deployment to Afghanistan in 2009.

Prostrollo Auto Mall can be found online at www.prostrolloautomall.com.



*Congratulations to
Prostrollo's All-American Auto Mall*

HomeTown Highlights are brought to you
by Lake Area Improvement Corporation