



KNOXVILLE MOTOR COMPANY
BODYWERKS



NEWS RELEASE

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Furrow Automotive to build \$17 million collision center and Land Rover project *Project totals 43,000 square feet, will add 40 new jobs to West Knoxville*

Furrow Automotive broke ground March 29 on a new West Knoxville campus that will include a full-service collision center, expanded Land Rover location and the addition of 40 new jobs in Knoxville.

"The trust our customers have placed in our family of companies and the resulting growth has allowed us to add these significant expansions to our service," said Lee Ann Furrow Tolsma, president of Furrow Automotive. "We hope our customers will enjoy the thoughtful details and upgrades that we have designed with them in mind."

The new Knoxville Motor Company BodyWerks collision center, which will open in early 2023, will be located at 10580 Parkside Drive. The state-of-the-art, 20,000-square-foot facility will offer separate service entrances, increased capacity and trained technicians able to service any type of vehicle.

"Our customers have told us they want ease of access and the service levels they expect from Mercedes," said Jeff Bender, general manager of Mercedes Benz of Knoxville and Sprinter. "Creating additional capacity helps us deliver on that promise and extend the Furrow service guarantee to customers driving any make or model."

At 23,000 square feet, the reimagined Land Rover Knoxville will be more than double the size of the previous location with a spacious, sleek and convenient customer experience. The facility, which will open in the spring of 2023, will be located next door to the BodyWerks collision center.

“This next generation facility will allow us to even better serve our Land Rover customers with an elevated experience and continue growing our expanding presence in Knoxville,” said John Hodges, general manager of Land Rover Knoxville.

Sam Furrow, founder of Furrow Automotive Group, said the new facility builds upon the company’s longtime commitment to Knoxville.

“Our loyal customers are like family, and we are grateful for what we can achieve with their support,” Furrow said. “We’re proud to return their trust by providing exceptional automobiles and customer service, and this expansion will allow us to continue to support the Knoxville community for years to come.”

About Furrow Automotive

Furrow Automotive is the parent company of Knoxville Motor Company, Knoxville Motor Company BodyWerks, Mercedes Benz of Knoxville, Sprinter Knoxville, Land Rover Knoxville and the Chattanooga Auto Square. Known for excellence in customer service and dedication to the community, Knoxville Motor Company’s award-winning locations have proudly served Knoxville for over 107 years. Mercedes Benz of Knoxville is the J.D. Power Dealer of Excellence Award winner for the third year in a row and a MBUSA Best of the Best Award winner.

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