



- FOR RELEASE ON DECEMBER 17, 2014 -

Dahl Automotive

711 South 3rd Street
La Crosse, WI 54601
608.784.9600

**Dahl Hyundai
Mazda Subaru**

608.784.9600
La Crosse, WI

Dahl Ford Lincoln

608.779.2886
Onalaska, WI

**Dahl Chevrolet
Buick GMC**

507.452.3660
Winona, MN

Dahl Toyota

507.452.4080
Winona, MN

**Dahl Auto
Museum**

608.791.6494
La Crosse, WI

Clearview Sign

608.783.6460
West Salem, WI

**Line-X Protective
Coatings**

608.786.4403
West Salem, WI

**ABRA
Auto Body & Glass**

608.785.1160
La Crosse, WI

Dahl Automotive Names Andrew Dahl as President

La Crosse, Wisconsin – (December 17, 2014) – Dahl Automotive announces the appointment of Andrew Dahl to President, effective January 1, 2015. Andrew will be responsible for leading the entire Dahl Automotive organization. Harry Dahl, who has been President for 40 years, will move to the position of Chairman of the Board as he passes the baton on to the fifth generation. Andrew is only the fourth President in Dahl Automotive's storied history.

"I'm proud to carry on the Dahl commitment to quality service that my great great-grandfather began in 1911. As a fifth generation business, I intend to continue the legacy built over 100 years ago by focusing on growing our business and serving our team, families and community in a positive way," said Andrew Dahl.

Andrew Dahl attended the University of Colorado at Boulder, worked in the Financial Services industry and helped run an Internet start-up in San Francisco, California before returning to the family business in 2002. Andrew's path at Dahl Automotive includes working as an F & I Manager, General Sales Manager and most recently as General Manager of Dahl Toyota.

Dahl Automotive is one of the oldest Ford dealers in America and has been in business for 104 years. They currently operate Dahl Hyundai Mazda Subaru in La Crosse, Dahl Ford Lincoln in Onalaska, Dahl Toyota and Dahl Chevrolet Buick GMC, both in Winona. Other Dahl entities include: ABRA Auto Body & Glass, the Dahl Auto Museum, Line-X Protective Coatings and Clearview Sign. Dahl Automotive employs 330 team members in the Seven Rivers Region. Next year, 2015, marks a significant milestone for Dahl as they celebrate the one hundred year anniversary of the company moving their operation to La Crosse.

For more information or to arrange an interview, contact:

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