

Plaza Porsche bought by Houston-based indiGO Auto Group, which took over Parktown Porsche and Audi on May - St. Louis Business Journal



Plaza [Porsche](#) in Creve Coeur has been sold to Houston-based indiGO Auto Group, which is consolidating it with another Porsche dealership it bought here this spring.

Duluth, Georgia-based [Asbury Automotive Group Inc.](#) (NYSE: ABG) [sold Plaza Porsche for an undisclosed amount](#). The dealership is located at 11830 Olive Blvd. Asbury retains the [other Plaza Motors luxury brand dealerships](#), including Plaza Audi and [Plaza Lexus](#).



Todd Blue, chairman and CEO of Houston-based indiGO Auto Group

The deal, completed this week, was the fourth Porsche franchise acquisition for 5-year-old indiGO. "We looked at this deal two years ago, and we weren't able to put the pieces together," indiGO Chairman and CEO [Todd Blue](#) told the *Business Journal* on Friday. "So when the opportunity resurfaced, we were just as excited about it."

In May, indiGO [bought the Porsche franchise](#) then owned by Kirkwood-based Porsche and Audi dealer Parktown Imports, at 10230 Manchester Road, after Parktown Imports President [Steve King](#) earlier [announced he would close](#). (Also in May, Middleton, Wisconsin-based Ballweg Automotive Family [bought the Parktown Audi franchise](#), renaming it Audi Kirkwood.)

The Houston group relocated Parktown Porsche to 9710 Manchester Road in Rock Hill, the former location of Exotic Motors Midwest, which it renovated and reopened it July 1 as the rebranded Porsche St. Louis Central.

Now both Porsche St. Louis Central and Plaza Porsche are in the process of being consolidated at the Rock Hill location as Porsche St. Louis. [James Drake](#), who has been with Porsche St. Louis Central since this spring, is general manager of Porsche St. Louis, indiGO officials said. Porsche St. Louis now is the only factory authorized Porsche franchised dealership in the St. Louis area, according to indiGO.

The Rock Hill location is temporary, as indiGO had said in May that it planned to build a larger dealership to hold what was then Porsche St. Louis Central. The company said Friday it now will build a new facility within 18 months to hold the combined Porsche St. Louis.

"This consolidation will allow indiGO Auto Group to build a facility for Porsche St. Louis which rivals any Porsche dealership in the United States," Blue said Friday. The location for the new building, which will be about 30,000 square feet, likely will be announced within two weeks, Blue told the *Business Journal*.

Blue declined to disclose indiGO's revenue. IndiGO Auto Group has car dealerships in California, Texas and Missouri and represents 10 brands: Porsche, Audi, Bentley, Land Rover, Jaguar, Lamborghini, Maserati, Rolls-Royce Motor Cars, Aston Martin and McLaren.

Updated with information about indiGO's planned new facility for Porsche St. Louis.