

Business First of Columbus
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Shoptalk item

The Ricart stuff

Ricart will likely keep up its advertising campaign as the largest Ford dealership in the country.

Trade mag Dealer Business has ranked Ricart Ford as America's largest automobile dealership, based on 1996 sales of \$366.2 million. This is the third straight year Dealer Business has ranked the dealership in that top spot.

But Galpin Ford, the Los Angeles-area Ford dealership that uses that No. 2 spot in a "Beat Ricart" sales promotion at the end of Ford's model year, is hot on the Ricart brothers' heels. Galpin's total volume is listed at \$346.3 million -- \$20 million less than Ricart.

Galpin Ford sold 1,200 more new cars in 1996 than did Ricart Ford but trailed by 5,000 in used car sales and 23,000 in fleet sales and leases. Galpin Ford also has no body shop; Ricart reports \$1.1 million in 1996 body shop business.