



MEDIA RELEASE

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Rivershore Chrysler Dodge Jeep Ram acquired by Steve Marshall Group. New GM, Steve Davidson, returns to his roots.

KAMLOOPS, BC – The Steve Marshall Group acquired Rivershore Chrysler Dodge Jeep Ram. The deal was penned last week.

“We believe this acquisition will only enhance our capabilities as an automotive dealer group. We are confident that this strategic move will bring numerous benefits to both our employees and our valued clients. This includes the integration of Rivershore’s expertise and resources, better services and solutions for our clients, and career growth opportunities for our team,” explains Steve Marshall Group, namesake CEO and partner Steve Marshall.

Marshall is also extremely pleased to announce the acquisition into the Kamloops market where Steve Marshall Group Partner of Corporate Development, Steve Davidson, will be the new Operating Partner and General Manager of Rivershore Chrysler Dodge Jeep Ram.

“Steve Davidson is a homegrown Kamloops success story who exemplifies the values and dedication of our organization for our customers and staff,” announces Marshall.

Steve Davidson began his automotive career in Kamloops out of high school. Davidson attended Brock Secondary and started at Kamloops Ford Lincoln as a salesperson. Davidson purchased Kamloops Ford Lincoln from Gary Candido in 2006 and later Kamloops Kia. He sold both in 2017. After a short experiment at early retirement,

Davidson went into business with Steve Marshall and partner Karl Ebdrup in 2019, creating a values-driven organization, fostering, and developing relationships in all aspects of its business. The Steve Marshall Group now own 9 dealerships and 1 RV store and continues to expand within British Columbia and the western United States.

"It is beyond exciting to get back into a dealership, but even more exciting to connect with customers and community on a day-to-day basis. My family has always lived in Kamloops, and this is where we now watch our children raise our grandchildren," says Davidson.

Davidson has been very active in community service, serving on multiple boards including the Royal Inland Hospital Foundation, Kamloops Hospice, the 2018 BC Winter Games, and Bighorn Golf Course to name just a few. Davidson has been recognized by the Kamloops Chamber of Commerce as Businessperson of the year and he and his wife Ladonne take huge pride and joy in their four grandchildren.

For more information about the Steve Marshall Group www.stevemarshallgroup.com

For more information about Rivershore Chrysler Dodge Jeep Ram www.rivershoreram.ca/

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Steve J Davidson

Operating Partner/General Manager Rivershore Chrysler Dodge Jeep Ram

Partner-Corporate Development, Steve Marshall Group

C:250.571.3673

Steve.d@stevemarshallgroup.com