Asbury Automotive Group Celebrates Grand Opening of Herb Chambers Toyota of Boston

September 25, 2026

Redeveloped facility reflects Asbury Automotive Group's continued investment in the Medford community following its 2025 acquisition of The Herb Chambers Companies

MEDFORD, Mass.--(BUSINESS WIRE)--Sep. 25, 2026-- Asbury Automotive Group, Inc. (NYSE: ABG), one of the largest automotive retail and service companies in the U.S., Thursday celebrated the grand opening of its newly renovated and expanded dealership at 400 Mystic Avenue, marking the completion of a multi-year redevelopment that transformed a former five-acre office campus into a modern Toyota destination.

The project reimagined the former Century Bank corporate headquarters into a state-of-the-art automotive campus. Crews renovated the existing structure and constructed a new three-story, 120,000-square-foot addition, seamlessly connecting it to the property's existing five-story tower. The finished facility spans more than 200,000 square feet across four floors of climate-controlled, indoor showroom space, and indoor and outdoor parking for more than 570 vehicles. Asbury also plans to install rooftop solar at the facility in late 2026, reflecting the company's broader commitment to environmental stewardship and long-term operational efficiency.

The expanded footprint also includes 37 service bays, nearly triple the capacity of the dealership's previous location, with potential to add nearly 37 more. Ample on-site parking rounds out a design built around convenience for guests visiting for sales, service, or parts.

“This facility represents our continued commitment to delivering an exceptional guest experience,” said Daniel Clara, Asbury President and Chief Executive Officer. “This building was designed and renovated with our guests, team members, and community in mind: added showroom and service space to prioritize the guest’s time, modern amenities, and a more convenient automotive experience for every guest who walks through our doors.”

The grand opening comes just over a year after Asbury completed its acquisition of The Herb Chambers Companies in July of 2025 and reflects Asbury's ongoing commitment to investing in the dealership's people, facilities, and home community of Medford. The redevelopment also created approximately 50 new jobs for Medford-area residents, in addition to roughly 50 positions relocated from the dealership's former Boston location and is expected to generate additional commercial tax revenue for the city.

Toyota leadership, Asbury executives and board of directors, and Breanna Lungo-Koehn, Mayor of Medford, joined the celebration of the successful renovation. Justin Cornett, Toyota Motor North America General Manager, presented Daniel Clara with the Katana award, a symbolic honor recognizing the continued partnership. In keeping with Herb Chambers’ philanthropic philosophy, Asbury closed out the evening by presenting a check to Friends of Medford Family Network, a local community partner that provides support and parenting education in the city of Medford.

About Asbury Automotive Group, Inc.

Asbury Automotive Group, Inc. (NYSE: ABG), a Fortune 500 company headquartered in Atlanta, Georgia, is one of the largest automotive retailers in the U.S. In late 2020, Asbury embarked on a multi-year plan to increase revenue and profitability strategically through organic operations, acquisitive growth and innovative technologies, with its guest-centric approach as Asbury’s constant North Star. As of June 30, 2026, Asbury operated 158 new vehicle dealerships, consisting of 202 franchises and representing 34 domestic and foreign brands of vehicles. Asbury also operates Total Care Auto, Powered by Asbury, a leading provider of service contracts and other vehicle protection products, and 37 collision repair centers. Asbury offers an extensive range of automotive products and services, including new and used vehicles; parts and service, which includes vehicle repair and maintenance services, replacement parts and collision repair services; and finance and insurance products, including arranging vehicle financing through third parties and aftermarket products, such as extended service contracts, guaranteed asset protection debt cancellation, and prepaid maintenance. Asbury is recognized as one of America’s Fastest Growing Companies 2024 by the Financial Times, one of the World’s Most Trustworthy Companies for 2024 and 2025 by Newsweek, one of America’s Most Successful Small-Cap Companies by Forbes for 2026, and one of America's Best Companies 2026 by TIME.

For additional information, visit www.asburyauto.com.

Forward-Looking Statements

This press release contains ‘forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are statements other than historical fact, and may include statements relating to goals, plans, objectives, beliefs, expectations and assumptions regarding the successful installation of rooftop solar panels, and the expected benefits of the enhancements to the dealership.

The following are some but not all of the factors that could cause actual results or events to differ materially from those anticipated, including: risks related to permitting and construction delays; our failure to realize the benefits expected from the renovations and new facilities and anticipate our guest’s expectations of tomorrow; disruption of ongoing business operations due to the construction activities; our ability to execute our strategic and operational strategies and initiatives; and other risks described from time to time in our filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K filed with the Securities and Exchange Commission on February 20, 2026 and subsequent filings.

These forward-looking statements and such risks, uncertainties and other factors speak only as of the date of this press release. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

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