

## 10 jobs for Sligo as Connolly group opens SEAT dealership

### Connolly Motor Group is to create 10 new full-time jobs in Sligo with the opening of a new SEAT dealership in Collooney in October.

The appointment of [Connolly Motor Group](#) as main dealers for SEAT will result in a significant investment in a building that has remained vacant since the recession.

The new SEAT dealership will be located in a prime location on the approach to Sligo town.

The new jobs will increase the number of full-time employees at the Connolly Motor Group to 230 and the company will begin recruitment immediately. Once Connolly's SEAT is opened, the group will employ 93 people in Sligo.

#### Family road trip

Thomas Connolly opened the first Connolly family car dealership in 1939 in Ballina. His son, Kevin Connolly, worked in the garage until the 1960s when he went to New York and set up the Amoco gas and service station in the Bronx.

Returning to Ireland with his family in the mid 1980s, Kevin set up in business three doors down from his father's original garage. In 1987, he was appointed the main dealer for Volkswagen and Audi for Mayo.

His sons, Kevin and Neil, joined the business in the 1990s and have continued to grow the family business since. In 2007, the brothers were appointed the main dealer for VW and Audi in Sligo and opened a state-of-the-art Audi Sligo 'Terminal Building' in 2011. A year later, Audi Galway opened in Ballybrit and, in 2017, a new Audi dealership was opened. In 2016, Connolly Motor Group opened a new Mercedes-Benz dealership in Collooney, Sligo and a year later, it opened a new Mercedes-Benz dealership in Galway.

"We are proud to be a family-owned group, and the foundations of our success are the people who work with us, the manufacturers we represent and, of course, our valuable customers who are at the heart of everything we do," said Neil Connolly, director of Connolly Motor Group.

“My brother Kevin and I are extremely proud to be bringing more jobs to Sligo and delighted that we can breathe new life into a building that has been lying vacant in Collooney.”

The deal sees the motor group – which is one of the biggest in the country and run by brothers Kevin and Neil Connolly — expand its representation with Volkswagen Group brands.

It already runs hugely-successful Volkswagen dealerships in Ballina and Sligo as well as Audi dealerships in Galway, Ballina and Sligo.

“The team at Connolly’s have a brilliant reputation for excellent customer service and their level of experience and expertise will hugely benefit SEAT,” said Niall Phillips, brand director of SEAT Ireland.

“There’s never been a better time to join the SEAT network as the brand continues to expand; we now have the largest and newest product range in our history.”

*Written by John Kennedy*

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