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From the Pittsburgh Business Times:
<https://www.bizjournals.com/pittsburgh/news/2020/02/26/heres-where-jim-shorkey-auto-group-is-opening-a.html>

Here's where Jim Shorkey Auto Group is opening a Mitsubishi dealership

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In the next few weeks, a different kind of merchant will motor up to Ross Park Mall and open for business.

Jim Shorkey Auto Group is working to build on its presence serving the north suburbs by establishing a new Mitsubishi Motors dealership in former furniture store on an outparcel at the mall, bringing car sales and service to a mall better known for high-end shopping at Nordstrom and Crate & Barrel, among others.

Mike Engel, a managing partner with Shorkey, said the company invested more than \$1 million to build out the new retail location on the edge of the mall and expects it will add to the shopping experience there.

He pledged the new location will be the "premiere Mitsubishi store" in the eastern United States, selling new Mitsubishi vehicles, with a used division offering luxury brands and a service business open to all makes and models.

Shorkey, an auto group that also operates dealerships for Ford, Chrysler-Dodge-Ram, Kia and others, is working to set up at the Ross Park Mall with the understanding that the Sears automotive service operation at the mall long thrived there, added Engel.

Lisa Earl, general manager of Ross Park Mall, said car dealerships are becoming more prevalent at regional malls.

"From the Simon portfolio perspective, car dealerships are becoming more and more common," said Earl, calling it a "natural partnership."

Electric car company Tesla also has presence within the mall, operating out retail store space rather than a more traditional dealership layout with a full inventory of cars.

Still, the presence of Shorkey at the mall was unexpected to some.

Terri Sokoloff, a principal of Specialty Group, said she "never thought there would be an automobile dealership" there, expecting it instead to set up on nearby McKnight Road.

David Glickman, a director who specializes in Newmark Knight Frank, said Ross Park's traditional mall shoppers may not think the Shorkey dealership is part of the mall, since it's operating out of a store outside the ring road of the complex.

He sees it as part of an evolving retail trend.

"A lot of malls are leasing to non traditional tenants these days to fill challenging locations," he said.

Shooting for a goal of selling 100 Mitsubishis and 100 used cars a month out of the new dealership location, Engel said his company's various dealerships typically "drive our own traffic" and aren't dependent on the mall's destination appeal.

But he did call Ross Park the top mall in the region and expects it will appeal to its shoppers and prove an important source of business.

"We're going to be able to service cars up there while you're shopping," he said.

Tim Schooley
Reporter
Pittsburgh Business Times



JIM SHORKEY AUTO GROUP
Employees at Jim Shorkey Auto Group