

Dealership franchise offers 20 new jobs

MORE than 20 new jobs are up for grabs at a local car dealership.

The Day's Motor Group has acquired the Fiat car and commercial franchise for the Swansea area.

It has also secured premises from receivers BDO for the new dealership at the site previously owned by Eric Ashmole on Swansea Enterprise Park in Valley Way.

Eric Ashmole went into administration in March.

Repairs

Customers turned up at the car dealership to find the barrier down and all doors and gates locked after workers at the business, which also carried out servicing and repairs on vehicles, were told not to turn up to work.

It left Swansea without a Fiat specialist, with the nearest ones in Bridgend and Llanelli.

A recruitment campaign is underway to support the new Fiat dealership.

It is hoped the new operation will be ready to open in August.

Day's is keen to hear from past Ashmole employees, as well as new people who want to enter the industry.

The new venture will take the company's number of employees over the 500 mark.

With 480 employees, the Day's group is one of the

largest privately owned employers in Wales and currently holds the Ford, Peugeot, Nissan and Iveco franchises for South Wales.

Emrys Rees, Day's managing director, said: "Given the current economic climate, competition for this site has been surprisingly fierce. Naturally we are delighted that we have been successful in acquiring the premises. Added to this success we have secured the Fiat franchise for Swansea, which is an excellent addition to our list of franchises.

"We are now gearing our plans to have the site fully operational by early August in



readiness for the new registration plate in September.

"Past and future customers can be assured that they will receive excellence in customer service.

"Fiat has a large and loyal customer base in Swansea. The Day's group will be delighted to accept all inquiries on 01792 616000."

●Application forms can be downloaded from the recruitment section of Day's website at www.days.co.uk