



Contacts:

Melissa Corey
Public Relations and Communications Manager
Asbury Automotive Group
(770) 418-8231
mcorey@asburyauto.com

Jetaun Adkins
Porter Novelli
(404) 995-4531
jetaun.adkins@porternovelli.com

Nalley Tree Campaign Takes Root for Second Season *Three Nalley Decatur Dealerships Distribute Free Tree Seedlings*

Decatur, GA, Oct. 11, 2011 – The Nalley Tree Campaign enters its second season and anticipates planting 3,000 trees this year. Since its November 2010 debut, there have been more than 3,600 trees planted within the City of Decatur and DeKalb County.

The City of Decatur, DeKalb County, Trees Atlanta, Park Pride and Keep DeKalb Beautiful have come together as partners of the Nalley Tree Campaign once again, with the goal of planting 10,000 trees within the City of Decatur and DeKalb County in three years.

“We expect to exceed our goal this year with the help of our partners and local organizations who together made last season so spectacular,” said Melissa Corey, public relations and communications manager for Asbury Automotive Group, the parent company of Nalley Automotive Group. “Building on the great results and excitement from last year will no doubt produce even more opportunities to participate in this campaign.”

Tree-planting season in Georgia runs from October to April. The colder weather allows root systems of young seedlings to establish before Georgia’s typically-hot summers. Hot weather can be stressful for young trees that must establish their root systems, while collecting water and nutrients for growth.

Between October 14, 2011, and April 30, 2012, residents can visit the showrooms of Nalley BMW, Nalley Infiniti or Nalley Nissan on the 1600 block of Church Street in Decatur during business hours to pick up complimentary trees including Dogwood, Oak and Redbud. One-gallon potted trees will be distributed in the outlying months of October and April, to ensure the trees thrive in the warmer weather. Bare-root tree seedlings will be distributed the remainder of the time. Planting instructions for each tree will also be provided.

“I have been actively involved in the Nalley Tree Campaign since its inception,” said Gregory Levine, chief program officer of Trees Atlanta. “I’ve been amazed at how Decatur and DeKalb citizens have come together to make this program so successful. The support from the community is really overwhelming.”

The public is invited to visit the campaign's website at www.NalleyDecatur.com for the latest information on the Nalley Tree Campaign, and for links to dealership Facebook pages where local "planters" can share their planting stories and photos online.

For more information on participating in an organized group planting, please contact Susan Pierce Cunningham with Trees Atlanta at susan@treesatlanta.org.

About Nalley Automotive Group

Nalley Automotive Group has been serving the metro-Atlanta area since 1919. As part of Asbury Automotive Group, Inc.'s family of retail auto stores nationwide, Nalley operates 12 retail stores, representing 13 franchises and 11 brands including Acura, Audi, BMW, Honda, Infiniti, Jaguar, Lexus, Nissan, Toyota, Scion and Volvo.

About Asbury Automotive Group

Asbury Automotive Group, Inc. ("Asbury"), headquartered in Duluth, Georgia, a suburb of Atlanta, is one of the largest automobile retailers in the U.S. Built through a combination of organic growth and a series of strategic acquisitions, Asbury currently operates 80 retail auto stores, encompassing 100 franchises for the sale and servicing of 30 different brands of American, European and Asian automobiles. Asbury offers customers an extensive range of automotive products and services, including new and used vehicle sales and related financing and insurance, vehicle maintenance and repair services, replacement parts and service contracts.

###