



**Contacts:**

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

Justin Grimsley  
Porter Novelli  
(404) 995-4573  
justin.grimsley@porternovelli.com

**“Tree-O” of Nalley Decatur Dealerships Bring Family Fun  
with Nalley Tree Festival**

*Dealerships Offer Free Tree Seedlings at Feb. 11 Event*

**Decatur, GA, Feb. 7, 2012** – Nalley Decatur is hosting the second-annual Nalley Tree Festival on Saturday, February 11, from 12 p.m. to 3 p.m. at Decatur Square. Nalley will be distributing free tree seedlings during the festival, which will feature a live band, children’s activities and educational literature from local municipal and environmental organizations.

The Nalley Tree Campaign is a year-round initiative led by Nalley BMW, Nalley Infiniti and Nalley Nissan in Decatur, Georgia. The campaign’s goal is to plant 10,000 trees within the City of Decatur and DeKalb County in three years. There have been nearly 4,000 trees given away and planted since the campaign started in 2011.

“The festival is going to be a lot of fun for the whole family, and the campaign will help make Decatur and DeKalb an even better community to live in,” said Melissa Corey, public relations and communications manager for Asbury Automotive Group, the parent company of Nalley Automotive Group. “With almost 4,000 trees planted, we are on target to reach 10,000 trees by the end of season three.”

The Nalley Tree Festival brings together multiple environmentally-conscious businesses and vendors, including official partners City of Decatur, DeKalb County, Park Pride, Trees Atlanta and Keep DeKalb Beautiful.

“We want to care for and re-plant the urban forest in Decatur and DeKalb so that we can pass it onto our children,” said Greg Levine, co-executive director and chief program officer of Trees Atlanta. “The Nalley Tree Campaign is a great program that helps sustain our community and improve our environment.”

Festival attendees can also sign-up as volunteers for organized group plantings throughout the year. After the festival, the trio of Nalley dealerships in Decatur will continue to distribute free tree seedlings until April 30<sup>th</sup>. Distribution will resume in November for the fall planting season.

For more information, local “planters” can visit [www.NalleyDecatur.com](http://www.NalleyDecatur.com) or share their planting stories and photos on the dealership’s Facebook pages at [www.facebook.com/NalleyBMW](http://www.facebook.com/NalleyBMW), [www.facebook.com/NalleyInfinitiDecatur](http://www.facebook.com/NalleyInfinitiDecatur) and [www.facebook.com/NalleyNissan](http://www.facebook.com/NalleyNissan).

**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, Inc.**

Asbury Automotive Group, Inc. ("Asbury"), headquartered in Duluth, Georgia, a suburb of Atlanta, is one of the largest automobile retailers and service companies in the U.S. Built through a combination of organic growth and a series of strategic acquisitions, Asbury currently operates 79 retail auto stores, encompassing 99 franchises for the sale and servicing of 29 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.

###