Suppliers to the 2013 Toyota RAV4

DOMINIC

Lambo franchise was under review for a year

Continued from Page 4 site. The new Lamborghini showroom opened in January and is the largest Lamborghini store in North America, said Michael Lock, CEO of Automobili Lamborghini America in Herndon, Va.

Dominic, 31, is anything but retired, but it’s not a problem.

“I’m a kid in a candy store,” he said.

Dominic operates the three stores as Bespoke Motor Group. Each has its own showroom and entrance, and there are accessory boutiques and configurations for customers to personalize their cars. The showrooms share a lounge area, eight-seat theater and the service area in the rear.

“We want customers to use our facilities as a meeting and networking point,” Dominic said. “We do functions and networking for our customers,” he said.

Bespoke Motor Group is expected to sell 300 new cars this year, up from 175 in 2012. The cheapest is the 2013 Bentley Continental GT, with a base price of $176,725.

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“People want to portray themselves as successful and reward themselves says if they are the six-th largest of Lambo’s 29 U.S. dealerships, Lock said.

Dominic also expects to sell 110 Bentleys and 75 Rolls-Royces, with the addition this year of the restored Bentley Flying Spur sedan and the all-new Rolls-Royce Wraith fastback.

Dominic said he is eagerly awaiting crossovers from Bentley and Lamborghini.

Both have yet to be approved by parent Volkswagen AG, but customers are already asking.

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But even with the well-heeled, he said “at the end of the day, the cost of ownership is what we focus on.”

Coast of luxury ownership

Dominic figures to sell 45 Lamborghinis this year, which would make him the sixth largest of Lambo’s 29 U.S. dealerships, Lock said.

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“They are a guy who has bought a lot of cars, but this one is exceptional.”

**Major purchase**

Dominic was thrust into the limelight last month when he was identified as a buyer of one of three $3.9 million Lamborghini Venenos that will be built this year in celebration of the company’s 50th anniversary.

He ordered the car sight unseen from a sketch. He said he said he knew Ferrari collection helped pay for the Veneno.

Lamborghini told dealers about the Veneno last year.

“Antoine was the first guy who called,” Lock said. “That car is mine.”

**Antoine Dominic**

Age: 51

Born: Sri Lanka

Owner: Bespoke Motor Group, Jericho, N.Y.

Dealerships:

Lamborghini Long Island, opened March 2010

Rolls-Royce Long Island, opened February 2012

Bentley Long Island, purchased March 2010

Last position in previous career: CEO, Excel Technology Inc. in East Setauket, N.Y., from 2000 to 2008

you don’t have the next best thing, you will be left out. Here it is a different type of pressure. I do not design the product, but we be left out. Here it is a different type of pressure. I do not design the product, but we

as a dealer for their high-end franchises. In particular, Rolls-Royce’s North American management in New Jersey was skeptical, until Dominic began pointing out similarities between the company he had run and car dealerships.

“I was used to working with small margins,” he said, “and a lot what we did was Internet-based.”

Dominic’s application for a Lamborghini franchise was under review for a year. Lock said he visited the Bentley store and even came to the grand opening last year of the Rolls-Royce dealership, where he saw Dominic’s car collection.

“He had a competent team, and we were impressed with their skills,” Lock said. “He is very knowledgeable about exotic sports cars and he successfully ran a multimillion-dollar business.”

As a dealer, Dominic halted print advertising, which he calls old-fashioned, and shifted all marketing to digital. Sales and finance people got iPads loaded with vehicle and financial information.

“When you come from high-tech, you are used to having information at your fingertips,” he said.

On the finance side, “we have real-time accounting so the company knows where it stands. We can close the books in a day for the month. That was one of the key things I did.”

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“Antoine was the first guy who called,” Lock said. “That car is mine.”

Dominic traveled to the Geneva auto show last month to see the car for the first time on the Lamborghini stand before the press release.

Lock said the other U.S. buyer is Kris Singh, an entrepreneur from the Philadelphia area. The third buyer is a Middle Easterner who doesn’t want to be identified, Lock said.

Dominic admits he was nervous about spending so much money for a car — until he saw the 750-hp, V-12-powered supercar in person.

“My god, I had goose bumps,” he said. “I am a guy who has bought a lot of cars, but this one is exceptional.”

**Cost of luxury ownership**

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Lock said the other U.S. buyer is Kris Singh, an entrepreneur from the Philadelphia area.

“The problem is they think the car is out of reach.”

But even with the well-heeled, he said “at the end of the day, the cost of ownership is what we focus on.”

Dominic likes to point out to customers that it’s not a big jump from a high-end Mercedes-Benz S600, priced at $161,205, to a $176,725 Bentley, “and you get the prestige and better resale value.”

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