

Members: [Log in](#) | Not Registered? [Register](#) for free extra services.

Business Courier of Cincinnati - May 27, 2010
[/cincinnati/stories/2010/05/24/daily44.html](#)

BUSINESS COURIER

Thursday, May 27, 2010, 2:47pm EDT

Zimmer Motors reinstated by Chrysler

Business Courier of Cincinnati

Chrysler Group LLC will reinstate **Zimmer Motors** as a new-car dealer after Zimmer prevailed in arbitration, the dealer said Thursday.

Zimmer was one of **seven local dealerships Chrysler cut** after the automaker filed for bankruptcy in May 2009. The Florence dealer appealed the decision and has been operating as a parts and service center and a used car dealer since last June, said Catherine Zimmer, president of Zimmer Motors.

Chrysler has seven days to offer Zimmer a letter of intent, spelling out a franchise agreement, she said. Zimmer will regain its original Chrysler-Jeep franchise and it's possible it will be able to add Dodge products and Ram trucks as well.

"We're ready, willing and able," Zimmer said.

Zimmer's fiscal year begins July 1, and it would like to be selling new cars by that time, she said. "That might be pushing it, but we're hopeful."

All contents of this site © American City Business Journals Inc. All rights reserved.