



MACH10 AUTOMOTIVE SERVES AS EXCLUSIVE ADVISOR ON THE SALE OF PITRE KIA OF LAS CRUCES – ONE OF THE TOP PERFORMING KIA DEALERS IN THE SOUTHWEST.

Westlake Village, California – January 26, 2026. Mach10 Automotive, a leading Mergers & Acquisitions firm to automotive dealers in the U.S., today announced that it served as the exclusive advisor on the sale of Pitre Kia of Las Cruces, New Mexico, representing Bob Pitre as the seller and Bob Giles as the buyer. Terms of the deal were not disclosed.

Pitre Kia Las Cruces has been owned and operated by Pitre Automotive Group since late 2017. Led by Bob Pitre, a second-generation, multi-point dealer, Pitre Automotive Group, has been a respected name across the Southwest since the 1970s. Built on a foundation of family ownership, integrity, and long-term relationships, the Pitre organization has deep roots in New Mexico and a longstanding reputation for serving both customers and communities. For decades, the group has been actively involved in supporting local organizations and initiatives, reinforcing its role as a trusted community partner. The sale of Pitre Kia in Las Cruces marks a strategic exit from the southern New Mexico market, while the group continues its legacy as a well-established dealer with multiple locations throughout the Albuquerque metropolitan area.

Bob Pitre offered his thoughts on the transaction: *"Mach10 Automotive delivered on every promise from the moment Billy Morgan first called to discuss the sale of our southern New Mexico Kia store. Their approach was professional, discreet, and built on a foundation of trust, an essential element in transactions of this nature. From start to finish, the process was clear, confidential, and relentlessly results-oriented, culminating in a successful transaction with Giles Automotive. While this was our first transaction with Mach10, there is no hesitation on our part to partner with their team on future buy-sell opportunities, and we highly recommend them. It has been a pleasure working with Billy, George, and the entire Mach10 team, and we sincerely appreciate the integrity and value they bring to every engagement."*

Giles Automotive, a growing and community-focused dealer group, continues its expansion with the acquisition of a Pitre Kia Las Cruces. This addition marks another milestone for the company, which has grown from a single location founded in 1982 to now nine dealership locations across Louisiana, Texas, California, and New Mexico.

Led by Chairman Bob Giles, Giles Automotive is widely recognized not only for its business growth but also for its deep commitment to community service. The company's philanthropic initiative, "Giles Gives Back", reflects an unwavering commitment to community involvement and is one of the many reasons Bob Giles was honored as the 2022 TIME Dealer of the Year, the automotive industry's most prestigious award.



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"The team at Mach10 Automotive was outstanding to work with during the acquisition of our first Kia franchise", Bob Giles commented. "Kia had been a strategic target brand for our group, and when Chris Pero of Mach10 presented the opportunity, it was immediately clear that the fit aligned with our long-term direction. Their professionalism, responsiveness, strategic acumen, and disciplined execution consistently exceeded our expectations. Having completed numerous transactions across multiple brands, we can say without hesitation that Mach10 has set a new standard for excellence in automotive M&A. We value the partnership and look forward to working with George, Chris, and the entire Mach10 team again in the future."

About Mach10 Automotive

As a leader in mergers and acquisitions, Mach10 Automotive delivers unmatched, industry-exclusive buy-sell and advisory services tailored to owners of automotive dealerships and wholesale auctions. Mach10 stands apart as the only M&A firm offering a fully integrated suite of performance optimization services designed to drive operational excellence and profitability both before a sale and after an acquisition. Backed by real-world experience and deep industry insight, Mach10 helps owners unlock the full potential of their businesses through solutions that go beyond conventional advisory and set a new standard for value creation.

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