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# Mercedes-Benz of Eugene names new General Manager

Mercedes-Benz of Eugene, one of only a handful of independently owned Mercedes-Benz dealerships nationwide, announced the promotion of Britton Schroeder to General Manager.

Schroeder, age 30, has been a rising star in automotive sales and becomes one of the youngest automotive dealership General Managers in the region and also one of the youngest at any Mercedes-Benz dealership. Schroeder got his start in automotive sales in Lawrence, Kansas. Since that time, he has worked in Eugene as a Finance Manager, Pre-Owned Manager, New Car Sales Manager, and General Sales Manager.

He and his fiancé have called Eugene their home since 2016.

“I was born and raised in a small town of just 3,500 people. Mobility and vehicles were everything,” said Schroeder. “The day I got my first set of keys was one of the most exciting days of my life, and I’ll never forget it. To this day, I carry an excitement to provide the same experience every time we’re helping a customer find the perfect car or SUV,” he said.

Schroeder leads an energetic sales and service team. Their new approach combines continuing the dealership’s legacy of the highest level of customer service with renewed commitment to not being undersold by any other Mercedes-Benz dealership in Oregon.

“We’re a local business, and we’re determined to prove that the best place to buy a new or pre-owned Mercedes-Benz is right here in Eugene,” said Schroeder.

For more information or media inquiries, contact Mercedes-Benz of Eugene at 541-687-8888.



Mercedes-Benz  
of Eugene