



Virginia Auto Law

Saab Off Life Support, Rx Is Loyalists

By: Bill Lehner. *This was posted Wednesday, March 3rd, 2010*

After our [last post](#) on the dying nameplates in the auto industry, alert reader AJ Murphy of [Just Saab of Cincinnati \(www.justsaab.com\)](#) pointed out that the Spyker Cars NV acquisition of Saab was consummated on February 23. Quite so, and this week's [Automotive News \(www.autonews.com/\)](#) carries additional details.

Mike Colleran of [Saab Cars North America](#) agrees in the piece that appealing to Saab loyalists may be the first priority in healing the brand's wounds, which grew during a six month "no supply" period that the 218 dealers were anxious to end. *AN* also reports that Saab will return to leasing after it finishes a financing agreement with [GMAC Financial Services](#). This is necessary for inventory uptake in the face of two years of sharp sales drops (35 percent in 2008, 59 percent in 2009).

We wish a rejuvenated Saab the best of luck in this uncertain economic environment.

<http://vaautolaw.com>

[Richmond](#) • [Blacksburg](#) • [Fredericksburg](#) • [Research Triangle](#) • [McLean](#)

Copyright Sands Anderson Marks & Miller, PC.

THE INFORMATION CONTAINED IN OUR WEB SITE DESCRIBES LEGAL MATTERS HANDLED IN THE PAST BY OUR ATTORNEYS. OF COURSE, THE RESULTS WE HAVE ACHIEVED DEPEND UPON A VARIETY OF FACTORS UNIQUE TO EACH MATTER. BECAUSE EACH MATTER IS DIFFERENT, OUR PAST RESULTS CANNOT PREDICT OR GUARANTEE A SIMILAR RESULT IN THE FUTURE.