

NJTA Sponsor Showcase

This is a continuing series of articles intended to spotlight our sponsors by providing a brief bio or history and a short explanation of the products or services they offer. Please consider our club sponsors whenever you are planning the purchase of goods or services.

Liberty Hyundai, Liberty Subaru, and Liberty Kia

Mr. Rick DeSilva Sr., owner of Liberty Hyundai, Liberty Subaru and Liberty Kia, has been a long time sponsor of NJTA events. His generous support of our annual "Touch of England" show has contributed greatly to its success each year. Without sponsors such as Mr. DeSilva, the show, as they say, could not go on.

Mr. DeSilva is a distinguished citizen of Bergen County and a respected figure in the automobile business. He is currently serving as the National Automobile Dealers Association (NADA) Director for New Jersey.

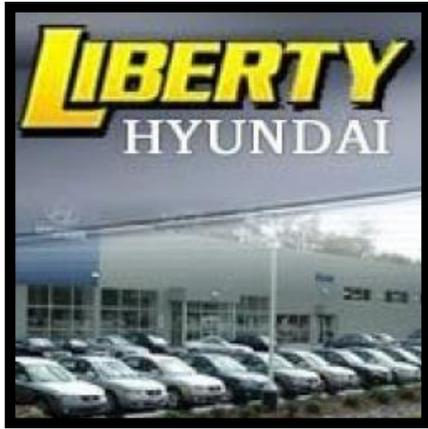
Over the years the DeSilva family owned and operated Liberty car dealerships have developed a customer base that keeps returning, which speaks volumes to their commitment to service as well as to the quality of the brands they offer. And they have demonstrated a dedication and willingness to give back to their local communities. The NJTA is just one of many community organizations that Mr. DeSilva and the Liberty car dealerships support.

Do you need a daily driver? Why not make it a Hyundai, Subaru, or Kia? To find out more, visit the DeSilva family's dealerships on-line or in person at Mahwah, Emerson, and Ramsey.

Liberty Hyundai

Liberty Hyundai, located in Mahwah and operated by son Mike DeSilva, is a state of the art facility providing Hyundai parts, service and repair. The dealership is exclusively Hyundai and their inventory includes new and used vehicles for purchase or lease. Due to the singular focus, the sales and service teams are Hyundai experts. As an NJGARP (New Jersey Green Automotive Repair Program) certified facility, their shop is environmentally friendly.

Liberty Hyundai is focused on customer service and is community oriented. A good example of their charity efforts is their support of the Hyundai Hope on Wheels, a nonprofit organization that is committed to finding a cure for childhood cancer.



Services offered for new cars include price quotes on Hyundai vehicles, down payment matching, college grad and military programs, plus the Hyundai Assurance umbrella of services.

Would you prefer to purchase a pre-owned vehicle? Eligible Hyundai CPO (Certified Pre-Owned) vehicles come with a manufacturer-backed warranty.

Liberty Subaru

Liberty Subaru, operated by son Rick DeSilva, Jr., is an exclusive Subaru dealership serving the New Jersey and New York area since 1977. Their 25,000 square foot service and parts facility in Emerson offers new and pre-owned Subarus for purchase or lease. It is a full service Subaru facility that offers complete maintenance and repair work. As a result of their dedicated emphasis on Subaru, the sales and service teams are Subaru experts. They have earned high marks in price and customer satisfaction, Liberty Subaru is the largest volume Subaru dealer in New Jersey.



Liberty Subaru is one of a select few Subaru dealerships to win Subaru's prestigious Stellar Care Award and has received an A+ Better Business Bureau Rating. They are also a NJGARP certified facility. Like their sister dealership Liberty Hyundai, Liberty Subaru also supports hometown and national charities, plus many non-profit and community organizations.

Liberty Kia

The DeSilva family has recently opened a Kia dealership in Ramsey, New Jersey. And you can count on the same high standards for sales, service and financing (loan or lease). There are a wide array of new Kia models on location and a huge inventory of pre-owned cars to choose from. Dependable and highly trained technicians are on-site for service, maintenance, and parts needs. Plus Liberty Kia incentives and vehicle specials. And an industry leading Kia ten year or 100,000 mile warranty program.



Liberty Kia also offers a free, no obligation and confidential CarFinder tool, which will allow you to specify your desired car, truck or SUV and submit the vehicle configuration. Once matching automobiles have been located, you will automatically receive details of those models, with photographs included.

Contact Information

Liberty Hyundai is located at 305 Route 17 North in Mahwah, NJ 07430. The Sales Department can be reached by telephone at 201-252-4779, the Service Department at 201-331-5034. Visit them on the web at: www.libertyhyundai.com .

Liberty Subaru is located at 55 Kinderkamack Road in Emerson, NJ 07630. The Sales Department can be reached by telephone at 866-938-9505, the Service Department at 888-448-2715, and Parts at 888-382-2454. Visit them on the web at: www.libertysubaru.com .

Liberty Kia is located at 815 Route 17 South in Ramsey, NJ 07446. The Sales Department can be reached by telephone at 888-801-4250, the Service Department at 888-721-3762, and Parts at 888-720-8924. Visit them on the web at: www.libertykiaofnj.com .