DEALER DIRECT CANADA

PRESS RELEASE

For Immediate Release

Dealer Direct Canada Evolves into Dealer Direct Advisory, Launches New Global Website

May, 2026 - Toronto, Ontario, Canada. Dealer Direct Advisory is proud to announce the evolution of the firm from Dealer Direct Canada to Dealer Direct Advisory, marking the next chapter in the company's continued growth within the automotive retail and advisory sectors.

Alongside the brand evolution, the firm has officially launched its new global website at www.dealerdirectadvisory.com, designed to better reflect the company's expanding advisory platform, international initiatives, and strategic focus on automotive mergers & acquisitions, OEM advisory, and dealership consulting services.

The transition to Dealer Direct Advisory reflects the firm's broader market presence and long-term vision of building an internationally recognized automotive advisory platform while continuing to maintain its strong Canadian roots.

"The Dealer Direct Advisory brand better represents the sophistication and international direction of the business today," said Charles J. Saleh. "Over the last several years, we've evolved well beyond a traditional Canadian dealership brokerage model, and this launch reflects the broader advisory platform we are continuing to build."

Paul Stern added, "The automotive industry continues to evolve rapidly, and our objective is to continue positioning Dealer Direct as a trusted strategic advisor for dealers, investors, and manufacturers both domestically and internationally."

Dealer Direct Advisory will continue to provide mergers & acquisitions advisory, dealership valuations, OEM consulting, succession planning, and strategic advisory services throughout the automotive sector.



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