DEALER DIRECT ADVISORY

PRESS RELEASE

For Immediate Release

Dealer Direct Advisory Expands into the DACH Region Through Strategic Partnership with Walter Missing

Berlin, Germany, June, 2026 - Dealer Direct Advisory is pleased to announce its expansion into the DACH region through a strategic partnership with Walter Missing.

The partnership represents Dealer Direct Advisory's first formal strategic expansion into Germany, Austria, and Switzerland, as the firm continues broadening its international automotive advisory platform.

Walter brings extensive automotive industry experience and relationships throughout Germany, Austria and Switzerland, with deep familiarity across dealership operations, manufacturer engagement, and strategic business development initiatives.

"We are extremely pleased to be partnering with Walter as we continue expanding Dealer Direct Advisory internationally," said Charles J. Saleh. "His experience, reputation, and relationships within the European automotive industry make him an excellent fit for our organization and long-term vision."

Paul Stern added, "The DACH region represents one of the most important automotive markets globally, and this partnership is an exciting step forward for the continued evolution of our international platform."

Dealer Direct Advisory expects the partnership to further strengthen the firm's ability to support cross-border automotive opportunities, strategic relationships, and international market initiatives moving forward.



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