

Subaru of Spartanburg Celebrates Grand Opening and New Chapter in the Upstate

The expanded dealership honors more than 50 years in Spartanburg while introducing an enhanced customer experience under new ownership.

SPARTANBURG, SC, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- [Subaru of Spartanburg](#) celebrated the grand opening of its newly updated and expanded dealership experience on August 13. The special event welcomed customers, community members, local leaders, and partners to celebrate the dealership's next chapter in the Upstate.



Subaru of Spartanburg Grand Opening

The Grand Opening marked an important milestone for Subaru of Spartanburg following its transition from Vic Bailey Subaru to Subaru of Spartanburg under new ownership. While the dealership has entered a new era, its commitment to the Spartanburg community remains rooted in more than five decades of local history, with the dealership serving the area since 1969.

"Today is about celebrating where we're going while honoring where we came from," said Heath McPherson, General Manager of Subaru of Spartanburg. "We're proud of our history in Spartanburg and excited to continue building on that foundation. This new dealership experience reflects our commitment to our customers, our employees, and the community we're fortunate to call home."

The Grand Opening gave attendees an opportunity to explore the new facility, meet the Subaru of Spartanburg team, and enjoy an afternoon of activities and entertainment. The celebration featured a ribbon-cutting ceremony, food and beverages, giveaways, a scavenger hunt, vehicle displays, a Subaru Motorsports car, and appearances by Subie Squatch.

The event also highlighted Subaru of Spartanburg's ongoing connection to local initiatives, including its support of the Spartanburg Humane Society, reflecting its broader commitment to

making a positive impact beyond the showroom.

Subaru of Spartanburg is part of [Hudson Automotive Group](#), a third-generation, family-owned automotive group that has grown from its roots in 1948 to more than 60 dealerships and more than 4,000 employees across seven states. Together, Subaru of Spartanburg and Hudson Automotive Group continue to invest in the customer experience and the future of automotive retail in the Upstate. The dealership was recognized as a J.D. Power 2024 Dealer of Excellence for Customer Sales Experience, an honor awarded to Spartanburg Imports.

Today, Subaru of Spartanburg offers new, pre-owned and Certified Pre-Owned vehicles, certified service, financing and a complimentary Exclusive Lifetime Warranty on new Subaru vehicles. The dealership's updated facility provides customers with an enhanced environment while maintaining the welcoming, community-focused approach that has defined its presence in Spartanburg for generations.

About Hudson Automotive Group

Established in 1948 as a single dealership in Providence, Kentucky, Hudson Automotive Group is now headquartered near Charleston, South Carolina and encompasses over 60 dealerships across North Carolina, South Carolina, Georgia, Ohio, Louisiana, Alabama, and Tennessee. Representing an impressive lineup of popular and reliable brands, including Toyota, Honda, Nissan, Volvo, Kia, Mazda, Ford, Jeep, Ram, Dodge, Chrysler, FIAT, BMW, Mercedes-Benz, Lexus, Subaru, and Volkswagen, the group has an unwavering commitment to delivering the best possible automotive shopping experience and service to each community that it serves.□

For additional information about Hudson Automotive Group and to learn more about the 60-plus dealerships, visit the website at www.hudsonauto.com.

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