

NEMAHA VALLEY MOTORS EXPANDS FOR FUTURE GROWTH

Val Schmitz and LeRoy Deters opened the doors of Nemaha Valley Motors in 1965 and two years later, in 1967, became GMC Truck dealers. Schmitz and Deters maintained the business until 2003 when Deb Koch and Elton Olberding and he two sons Jeff and Dale bought the business. "We will be celebrating our 10 year anniversary on December 1." said Deb Koch.

In 2009 Nemaha Valley Motors was on the verge of losing the GMC franchise due to the General Motors bankruptcy but they filed arbitration and fought to keep the franchise. General Motors agreed to let Nemaha Valley Motors continue the GMC franchise, but it required a separate facility from the Chrysler/Dodge/Jeep/Ram building. "We felt it was important for our customers and our community to keep the franchise therefore we chose to expand." Koch said.

In 2010 the GM department began to take shape just to the east of the current lot. They moved the GM service and parts department and hired another technician to work in the GM department. All of the new GMC vehicles are also on display at this location. "Since 2010 our sales and inventory have kept growing resulting in a need for additional space." said Koch.

In September Nemaha Valley Motors purchase Pony Express Liquor. "This newly Purchased property is perfect for what we need for highway frontage and adjoining our current locations." Koch said. The plan is to move the building that is on the newly purchased lot to the Chrysler lot. This will give Nemaha Valley Motors the ability to fill the new lot with new GMCs and pre-owned GM products. Nemaha Valley Motors currently has 14 full time employees and as they continue to grow there will potential for additional employees in the future.

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