

Todd Blue Drives

MERCEDES-BENZ STANDARD

by Pamela Quigley, Mercedes-Benz of Northern Arizona



Photo by Flagstaff Photo Studio

It's no coincidence that Mercedes-Benz is on the cover of the luxury automotive issue. Flagstaff is home to the only luxury automotive dealership in Northern Arizona, the all-new Mercedes-Benz of Northern Arizona, a LAPIS dealership.

An avid curator and car collector Todd Blue, founder and CEO of luxury brand

LAPIS, has reentered the retail automotive industry with his recent purchase of Mercedes-Benz of Northern Arizona.

"In our exploration for this business, we found a great desire and need for sales and service in this territory, and we want to satiate that demand for central and northern Arizona," Blue says. "We see a huge opportunity to represent Mercedes-Benz in this part of the country, and we enthusiastically cater to customers in Prescott, Sedona, Flagstaff and all points between."

"Many customers have second homes here and we're excited to care for them."

Blue purchased his first luxury automotive dealership in 2010. Over the next decade he built a luxury auto group from one to 20 dealerships representing 10 brands including Porsche, Audi, Lamborghini, Jaguar, Land Rover, Aston Martin, Audi, BMW, Bentley and Rolls-Royce.

He sold the remainder of the business in 2020 and formed a new company by the name of LAPIS. Automotive retail will be at the forefront of LAPIS, which is solely focused on luxury brands.

"I've always aspired to represent Mercedes-Benz. I was a Mercedes customer before I got into the business," he says.

Blue says customer/dealer connectivity in automotive retail has been diluted in recent years by the public company and other automotive conglomerate acquisitions of dealerships.

"This has caused a distancing from the customer, which was not the original intention of the franchise system," he says. "The dealership model was set up for franchised dealers to have direct relationships with their customers. I'm very passionate about making that happen again."

"Since I have been out of the business, I have seen this relationship change. This is where I see an opportunity to improve what the customer should expect from a luxury provider. This is why I've re-entered this space. I want to reconnect with my customers."

Blue's passion for Mercedes-Benz and his customers is undeniable. "This is an incredible community of outdoor enthusiasts, and our passenger SUVs and Sprinter vans compete on every level for lifestyle fit, utility and luxury value."