FOR IMMEDIATE RELEASE

Mason Automotive Group Acquires Marchant Chevrolet in Ravenel South Carolina

Mark Mason Sr. and Mark Mason Jr. Expand Family-Owned Automotive Group into the Charleston Market; Dealership to Be Renamed Ravenel Chevrolet

RAVENEL, S.C. — October 5, 2026 — Mason Automotive Group, led by father-and-son automotive dealers Mark Mason Sr. and Mark Mason Jr., today announced the completed acquisition of Marchant Chevrolet from longtime dealer Rob Marchant. Effective October 5, 2026, the dealership will operate under its new name, Ravenel Chevrolet.

Located at 5700 Savannah Highway in Ravenel, South Carolina, the Chevrolet dealership serves customers throughout Ravenel, Charleston, Johns Island, West Ashley, Mount Pleasant and the surrounding South Carolina Lowcountry.

The acquisition marks an important expansion for Mason Automotive Group and brings the Mason family's family-owned, people-first approach to automotive retail to the Charleston metropolitan market.

“This is an exciting day for our family, our company and, most importantly, the employees and customers of this dealership,” said Mark Mason Sr., founder of Mason Automotive Group. “Rob Marchant and his family have built a tremendous legacy in Ravenel. We have a great deal of respect for what they have created here, and we are honored to have the opportunity to carry that dealership forward into its next chapter as Ravenel Chevrolet.”

Marchant Chevrolet has been a longtime fixture in the Ravenel and Charleston-area automotive community. Under Mason Automotive Group ownership, the dealership will continue its Chevrolet sales, service and parts operations while beginning a new era under the Ravenel Chevrolet name.

A New Chapter for Chevrolet in the Charleston Market

The acquisition represents Mason Automotive Group's continued growth throughout the Carolinas and strengthens the company's relationship with Chevrolet. The group already operates Lugoff Chevrolet Buick GMC in Lugoff, South Carolina, along with dealerships representing Ford, Toyota, Chrysler, Dodge, Jeep, Ram and Volkswagen. Mason Automotive Group's automotive roots date back to 1979, when Mark Mason Sr. began his career in the automobile business, and the family became dealership owners in 2008.

“We aren't coming to Ravenel just to change the sign on the building,” said Mark Mason Jr., Dealer Principal of Mason Automotive Group. “We're coming here to invest in the dealership, invest in our employees, grow the business and earn the trust of customers throughout Charleston and the Lowcountry. Our goal is for Ravenel Chevrolet to become one of the premier Chevrolet dealerships in South Carolina.”

Mark Mason Jr. has helped lead the growth of Mason Automotive Group and was recognized by Automotive News as a 40 Under 40 honoree in 2012. Today, he serves as Dealer Principal of the organization alongside his father, continuing a two-generation family automotive business built around serving employees, customers and local communities.

Honoring the Marchant Legacy

Mason Automotive Group expressed its appreciation to Rob Marchant and the Marchant family for their years of service to the Ravenel and Charleston communities and for their stewardship of the Chevrolet franchise.

“We want to recognize Rob Marchant and his family for everything they have done here,” Mark Mason Jr. said. “When you acquire a dealership with a long history in a community, you have a responsibility to respect what came before you while also creating a vision for the future. That is exactly what we intend to do.”

The dealership's new name, Ravenel Chevrolet, reflects its connection to the community it calls home and signals Mason Automotive Group's long-term commitment to Ravenel and the greater Charleston market.

Family Owned People First

Mason Automotive Group has built its organization around a straightforward philosophy: take care of employees, take care of customers and invest in the community. Its dealerships operate across South Carolina and North Carolina, and the organization represents 10 automotive brands.

The company's stated purpose centers on honoring God, serving others and pursuing excellence, with a dealership culture emphasizing faith, family and community involvement. The Mason family and its dealerships have supported numerous charitable organizations and community initiatives throughout the Carolinas.

“As we grow, we never want to lose sight of who we are,” Mark Mason Sr. said. “This business has always been about people. Our employees, our customers and the communities that allow us to do business are what matter. We look forward to bringing that philosophy to Ravenel and becoming an active part of the Charleston community.”

Looking Ahead

Ravenel Chevrolet will continue to offer new Chevrolet cars, trucks and SUVs, including popular Chevrolet models such as the Silverado, Tahoe, Suburban, Traverse, Equinox, Trax, Colorado and Corvette, along with pre-owned vehicles, Chevrolet-certified service, genuine GM parts and automotive financing.

Customers will continue to find the dealership at:

Ravenel Chevrolet
5700 Savannah Highway
Ravenel, SC 29470

The transition to the Ravenel Chevrolet name begins immediately following the October 5, 2026 closing.

“We believe there is tremendous opportunity in this market,” Mark Mason Jr. said. “Charleston and the surrounding communities continue to grow, Chevrolet has an outstanding lineup of cars, trucks and SUVs, and we have an experienced team ready to serve our customers. We are extremely excited about the future of Ravenel Chevrolet.”

About Mason Automotive Group

Mason Automotive Group is a family-owned, multi-franchise automotive organization headquartered in the Midlands of South Carolina. The Mason family's roots in the automobile industry date to 1979, with dealership ownership beginning in 2008. Today, the organization operates dealerships in South Carolina and North Carolina representing Ford, Toyota, Chevrolet, Buick, GMC, Chrysler, Dodge, Jeep, Ram and Volkswagen, in addition to powersports and automotive-related businesses.

Led by Mark Mason Sr. and Mark Mason Jr., Mason Automotive Group operates under a people-first philosophy focused on taking care of employees, delivering an exceptional customer experience and investing in the communities it serves.

For additional information about Mason Automotive Group, visit MasonAutomotive.com.

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