

The Covert Auto Group A True Central Texas Legacy

Written by Gabrielle Faust

Few names are as synonymous with the history of Central Texas than Covert. Not only has Covert become one of the largest and most well-recognized automotive dealership family, but they also have, since the very beginning, been an integral part of the foundation of strong communities across the state through countless acts of charity and support.

In 1909, Frank Covert Sr., a real estate and insurance businessman, opened the first ever Covert automobile dealership in downtown Austin on 5th Street selling the latest Oldsmobile vehicles of the time. Mr. Covert Sr. was a true believer in the importance of giving back. Founded in humble and hardworking beginnings, the Covert Family has continued to expand and now celebrates its 114 years of success with six generations continuing the legacy to this day.

As aforementioned, the importance of giving back to numerous nonprofits, charities, and community and city works such as the Covert Park at Mount Bonnell has been and continues to be a top priority for the Family. From the American Heart Association, the Flatwater Foundation, and Breast Cancer Resource Center of Central Texas, to both the Austin LGBT and Austin Hispanic Chambers of Commerce, the Covert commitment has included a diverse portfolio of organizations impacting millions of Central Texas residents.

At the beginning of 2022 the Coverts joined the Board of Directors for the Derrick Johnson's "Defend the Dream Foundation", an organization dedicated to bringing library renovations to underserved elementary schools, as well as The Laundry Project bringing much needed free laundry services to low-income families across the state.

In addition, each dealership within the Covert Auto Group supports and sponsors their local educational organizations and school sports organizations including the following:

- *CK Youth Organization*
- *Pflugerville Edu Foundation*
- *Cedar Park Bulldog Athletics*
- *Lake Travis Education Foundation*
- *Cedar Park HS Football Booster Club*
- *Vista Ridge Booster Club*
- *Liberty Hill Youth League*
- *Westwood Project Graduation*
- *Lake Travis Booster Club*
- *Carment Kiara*
- *St Michaels Catholic Academy*
- *St. Louise House*

In 2022 the Covert Automotive Group broke ground in Bee Cave, Texas on an impressive new dealership complex consisting of Covert Cadillac Bee Cave, Covert Buick GMC Bee Cave, and Covert Chrysler Dodge Jeep Ram Bee Cave. This stunningly designed complex overlooking the rolling hill country is equipped with the latest state-of-the-art service and sales technology, promising the delivery of a

one-of-a-kind customer experience exemplary of the Covert's ultimate commitment to excellence. Currently the Covert Cadillac Bee Cave facility has launched, with the remaining two facilities tentatively slated for February first and March first grand opening.

Visit the new Covert Bee Cave complex today at 16501 Sweetwater Village Dr. in Bee Cave, Texas or call 512-954-9300 for more information on the Covert Auto Group and to speak with one of their expert sales specialists today.