

# Geoffrey Palermo

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Guiding GMP Cars in Novato, California

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*As the owner of GMP Cars, LLC, in Northern California, Geoffrey Palermo guides a leading automotive company that offers collision repair, maintenance, and upgrade services to owners of exotic cars throughout the region. Founded with a single location in Novato, California, in 2008, the company has expanded to include eight locations throughout the San Francisco Bay Area. In his leadership role with the company, Geoffrey Palermo draws on an extensive background as an executive in the hospitality industry, as well as lengthy involvement with the Northern California exotic-car community as a Ferrari owner and restorer of classic cars.*

*Under the direction of Geoffrey Palermo, GMP Cars offers a diverse range of services provided by some of the most experienced technicians and repair professionals in the industry. In addition to employing seasoned mechanical experts and one of Northern California's only McLaren-certified painters, GMP has put together a team that includes mobile electronics professionals with decades of combined experience who offer custom upgrades such as radar/lidar integration, security system installation, and backup cameras.*

*Geoffrey Palermo further serves the exotic-car community as a board member for multiple Ferrari-related organizations, including the Ferrari Owners Group (FOG) and the Ferrari Owners Charitable Foundation. Among other initiatives, he has helped organize the FOG Rally, an event that benefits the Make-A-Wish Foundation.*

## EXPERIENCE

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### GMP CARS, LLC

Owner

Jun 1, 2016 - Present