

Celebrating 25 Years of GM Sponsored Auctions



1947 — Southern Auto Auction is founded by LG Tribble Sr. The American post WWII population wanted mobility. Cars from General Motors provided it. Tribble, a native of Alpharetta, Georgia, knew that people in the New England states preferred used cars not battered by harsh New England winters and pock-marked roads. The Southern states was the place to get such vehicles — hence, the name “Southern Auto Auction,” located in East Windsor, CT.



April 5, 1983 — Southern was selected as one of the 12 original GM Sponsored Auctions (the first in New England). Southern had grown to a 6 lane facility by that time. 200 vehicles were sold at the first auction. Southern remarketed 1640 vehicles for that entire year for GM.



August 6, 1991 — 2,000,000th GM auction vehicle sold at Southern. Larry Tribble SAA owner, dealer Mike Viskovich, and Mike McHale of GM.



June 10, 2003 — Southern celebrates its GM 20th anniversary auction and is selected by GM to sell its 9,000,000th vehicle.

June 17, 2008 — Southern will be celebrating its 25th Anniversary as a GM/GMAC sponsored Auction. During those 25 years, Southern has sold more than 385,000 vehicles for GM (totaling about \$4 billion). Southern has grown to become a 23 lane facility and continues to be an innovator of the auto auction industry. 2008 marks our 61st year as an independent auction. We are very proud to be a founding member of NAAA.