

Looking at the sprawling lot of shiny cars surrounding the Rothrock Dealership in Allentown, you'd never guess that the enterprise began with the son of a farmer who learned to sell by peddling eggs and chickens door-to-door. Yet that's exactly how Bruce Rothrock Sr. got started. What it doesn't show, however, is the talent for business and personal relationships that came naturally to this Allentown native. These qualities were the spark plugs that started the engines on this local icon, which over a 60-year period grew into one of the most influential businesses in the area: one that has literally helped shape the economic growth of the Valley itself.

#### **Knowledge, Skills, and Abilities Needed**

We're looking for employees who are or have...

- Self-starter
- Willingness to grow with an industry leader
  - Customer-service oriented

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Rothrock Motors – Chrysler, Dodger, Jeep, Ram



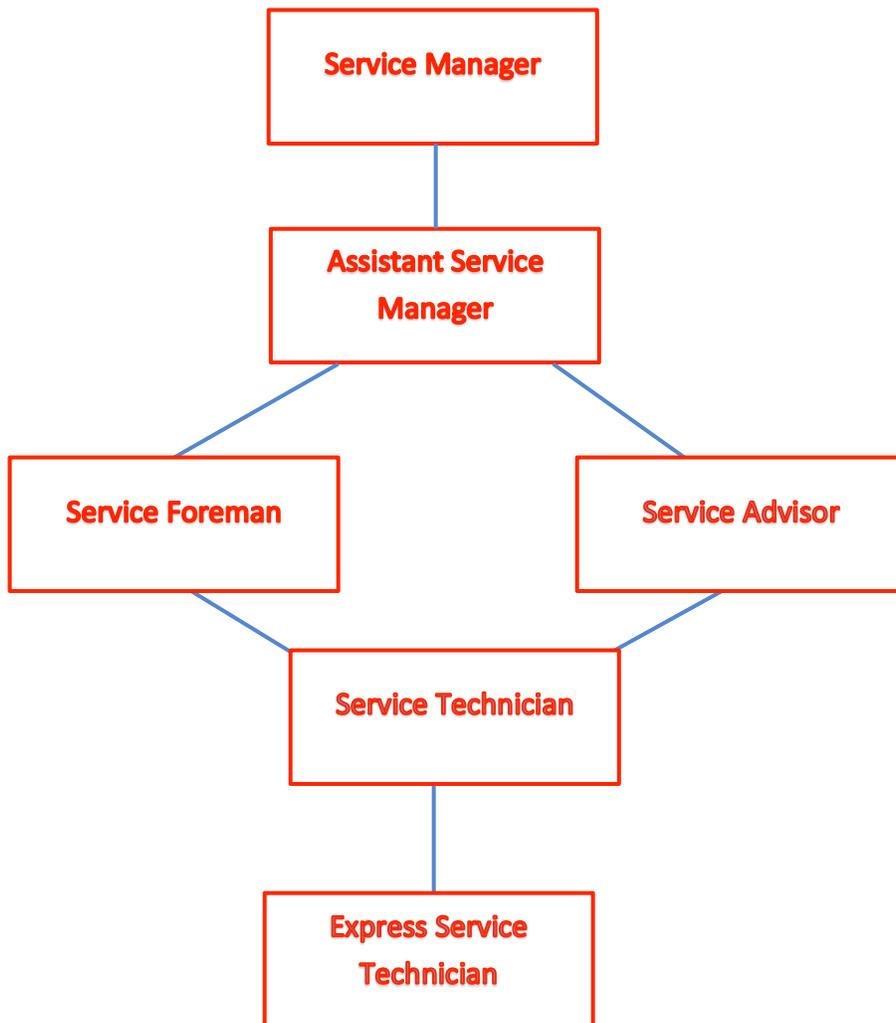
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