

LIFETIME ACHIEVEMENT



DICK BERREMAN BERREMAN & CO.

Dick Berreman started this business in 1956 as a factory salesman with Pacco Inc., a carburetor parts manufacturer. Berreman moved up quickly to sales manager and left in 1961 to start his rep firm, Berreman & Co., which he has built over 50 years from nothing into a very successful company now representing multiple parts manufacturers worldwide.

Through the years, Berreman has mainly sold parts but has also done accessories, equipment, and paint and body. His success came from his commitment to service and understanding his customers needs. His experience in the industry has enabled him to know the market and how it works, another key factor to his success.

Berreman grew up in southern California, served in the infantry during the Korean War, raced motorcycles, off-road racing and still rides his custom built Harley Davidson. He now has a passion for golf and loves to play.

As a strong family man, Berreman is proud to have recently introduced his grandson into the business and hopes the future success of his rep firm will be carried on by his long-time partner, John Driscoll, and his grandson, Rhett Palmer.

The automotive aftermarket business has been very good to Berreman and he is proud to be associated with the industry and its people. The friends he has made over his career have been some of the best people he knows.