

CITY OF FRESNO

Office of Mayor Jerry P. Dyer



WHEREAS, for 78 years, the family-owned Haron Jaguar Land Rover dealership has been a Downtown Fresno staple, serving multiple generations of residents across the San Joaquin Valley; and

WHEREAS, Haron Jaguar has been located at the same 2.5-acre Ventura Street location since 1945, when Charles Haron Sr. first started a mechanic’s business, shortening his Armenian last name from Haroothian because he said it was the only way he could get a business license; and

WHEREAS, initially a service facility, the Haron business over time became a dealership, selling brands like Alpha Romeo, MG, Standard-Triumph, Fiat, and eventually evolved to become a Jaguar and Land Rover luxury auto dealer with a reputation for excellence and quality; and

WHEREAS, while other automotive dealerships moved north along with the city’s population and bigger lots to display cars, Haron could easily have joined the exodus from the downtown core. Instead, they remained committed to Downtown Fresno, moving in 2018 into a newly constructed two-story building encased in glass with dramatic 60-foot photos of Yosemite proudly displayed inside; and

WHEREAS, multiple generations of the Haron family have, for decades, remained invested in Downtown Fresno, not only becoming the vanguard of its rebirth, but also a symbol of a steadfast and successful Fresno business that is clearly evident with its successful sale and passing of the torch to new ownership.

NOW, THEREFORE BE IT RESOLVED that we, Mayor Jerry Dyer and Members of the Fresno City Council, do hereby proclaim Thursday, December 7, 2023, to be:

“Haron Family Legacy Day”

In the City of Fresno.

IN WITNESS WHEREOF, we have hereunto set our hands and affixed the seal of the City of Fresno, California, this 7th day of December 2023.

JERRY P. DYER, Honorable Mayor

TYLER MAXWELL, Council President

ANNALISA PEREA, Council Vice President

MIKE KARBASSI, Councilmember District 2

MIGUEL ARIAS, Councilmember District 3

LUIS CHAVEZ, Councilmember District 5

GARRY BREDEFELD, Councilmember District 6

NELSON ESPARZA, Councilmember District 7