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- Home
- News
- Opinion
- Business
- Sports
- Entertainment
- Life
- Health
- Technology
- Travel
- Jobs
- Cars
- Homes
- Classifieds

## Inventing a new model for selling used cars

Tim Yip, Special to The Journal  
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In the retail auto sales industry, there's seldom anything new under the sun. But the folks at Canada Wide Auto Sales have come up with a distinctively better way to market used vehicles.

Located in Edmonton's west-end auto mall district at 10212 178th St., Canada Wide Auto Sales does business from a high-visibility corner and large building formerly occupied by a major new-car dealer.

General manager Amandeo Correia says the company's business model is to specialize in selling only late-model used vehicles with a large, indoor showroom as the centrepiece.



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Amandeo Correia, general manager of Canada Wide Auto Sales at 178th Street and 102nd Avenue in Edmonton, has built the dealership around a large, indoor showroom.

Brian Gavriloff, The Journal

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Correia explains, "Our showroom is divided into two sections: The main showroom, about 3,000 square feet, accommodates eight cars and we have another adjoining showroom, about 2,400 sq. ft., for our premium pre-owned vehicles."

When we visited the store, the premium section was displaying some delectable exotics, including a Jaguar XK8 convertible, Cadillac XLR and Roush Mustang.

Offering a wide selection of late-model used vehicles is another cornerstone of Canada Wide's business philosophy. "We currently have about 150 used vehicles in stock, but typically we'll have about 200 units on site," Correia explains, adding, "we aim to have latemodel vehicles with low kilometres -'08s, '09s and '10s with warranties -in stock."

Correia spent nine years working at a major domestic auto dealership in the city where 60 per cent of new-vehicle sales were pickup trucks. While truck and SUV sales are an important part of Canada Wide's sales, the preowned market is "quite different" in Edmonton's west end, says the GM.

"Trucks and SUVs make up about 15 per cent of our sales, with BMW X5s, Lexus and Cadillac Escalades being very popular."

Canada Wide Auto Sales opened for business in late September, and sales of used vehicles have been strong. Management has taken a continuous, methodical approach to renovating the building, painting the exterior, retrofitting high-efficiency lighting, upgrading customer amenities

and replacing doors for improved insulation. Upgrades are also planned for the 10-bay service department, which is getting busier, having become a popular auto service centre for those working and living in the west end. The shop also does work for other car dealerships.

Correia is optimistic about sales for 2011. He says extras such as the dealership's practice of giving a complimentary oil change and detailing with each new purchase and a car wash with every service appointment will help the store establish itself as one of the largest usedauto dealerships in the region.

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Photograph by : Brian Gavriloff, The Journal



Srbjan Kesic, a first-year apprentice, works in Canada Wide Auto Sales' busy west-end service department.

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