

Motor City

MOTOR CITY
CHRYSLER
DODGE JEEP RAM

County Hospitality Pays Off in the Heart of the City

Transforming a struggling dealership into one of the largest Chrysler retailers across Canada

in just two years, Tom Mayhew and Craig Lanoue are having the time of their lives.

The friends own neighbouring auto dealerships in Tilbury. Craig heads up Lanoue Chevrolet Inc., a family business founded in 1981 by his father, Andre, at 85 Mill St. W. Tom has owned Tilbury Chrysler at 76 Mill St. W. since 1993.

They were both looking to expand their business interests when Craig heard that Pinnacle Chrysler in Windsor was for sale. He crossed the street and had an earnest conversation with Tom. The men decided to form a new partnership to secure the Windsor dealership, while remaining independent dealers in Tilbury.

They took possession of the aging dealership on Nov. 1, 2013. Acknowledging that the dealership's standards had slipped, Tom and Craig immediately began to upgrade the entire operation. Craig says, "The first thing we did was change the name to Motor City Chrysler Dodge Jeep Ram," signifying the beginning of a new era for the dealership at 2300 Tecumseh Rd. E. on the corner of Walker Road. Craig chuckles, "When we tell people we're across from Windsor's Penalty Box, home of the world famous Chicken Delight, they know exactly where to find us."

On day one, Tom and Craig established their open door policy: "Customers can talk to us directly anytime they want," Tom says. He and Craig frequently contact people personally to discuss issues regarding their vehicles or service. "Each of our customers deserves to be taken care of right away. We have empowered our managers so they can nip any concern in the bud and solve it now."

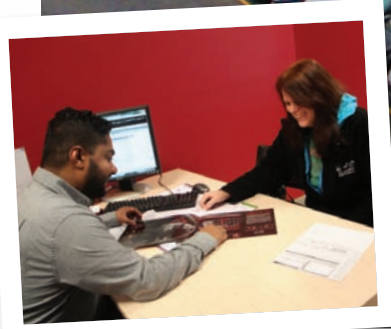
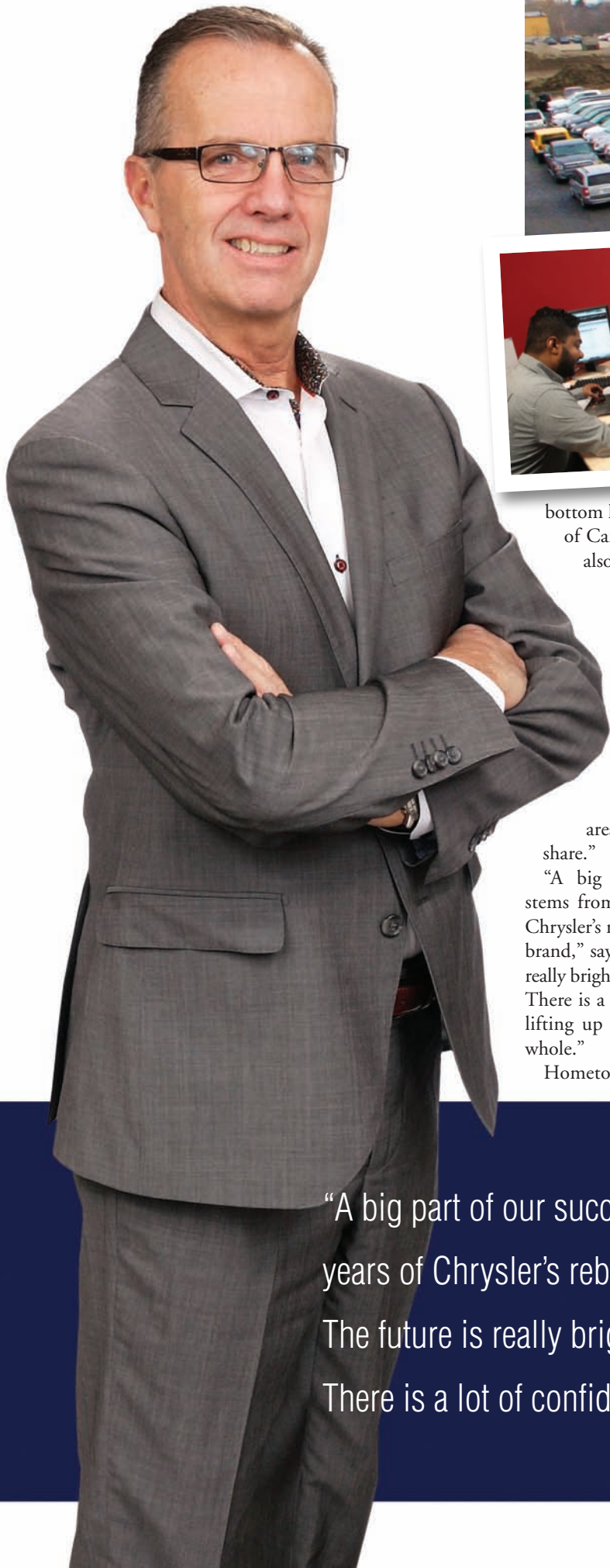
Drawing on Craig's 35 years of experience and Tom's own 33 years in the auto business, the partners were able to turn things around quickly at Motor City Chrysler. "How we treat our employees transfers to our customers," Craig believes.



The partners' proven commitment to customer satisfaction has instilled confidence in the dealership's sales and service teams. "They know we are going to do everything possible to help them take care of our customers," Craig says. "We've won back a lot of the dealership's former clients with our significantly improved auto repair and maintenance services."

"Our ultra-competitive prices and attractive terms on all of our strong products also grabs people's attention," Tom finds.

By investing heavily in their sales, service and financing teams, as well as launching new online marketing strategies, the partners have secured a healthy ▶



bottom line. Motor City Chrysler is now the number one retailer in all of Canada for the sales of Town and Country vans. The dealership also ranked among Chrysler Canada's top auto sellers in 2015.

Customers are expressing their appreciation for the new comfortable lounge exclusively for their use, upgraded lighting, extensive landscaping and resurfacing of the asphalt lot.

Standing in the Motor City Chrysler lot, the partners watch many of their best customers drive past on their way to work at the Chrysler Windsor Assembly Plant. "The people who work there are very proud of the minivans they build and rightly so," Tom says.

Craig observes, "Windsor really supports its community. Forty-five percent of all new vehicles sold in the Windsor area are Chrysler products. That is a huge and very loyal market share."

"A big part of our success stems from six straight years of Chrysler's rebuilding of its strong brand," says Tom. "The future is really bright for Chrysler workers. There is a lot of confidence. It's lifting up our community as a whole."

Hometown pride is bursting



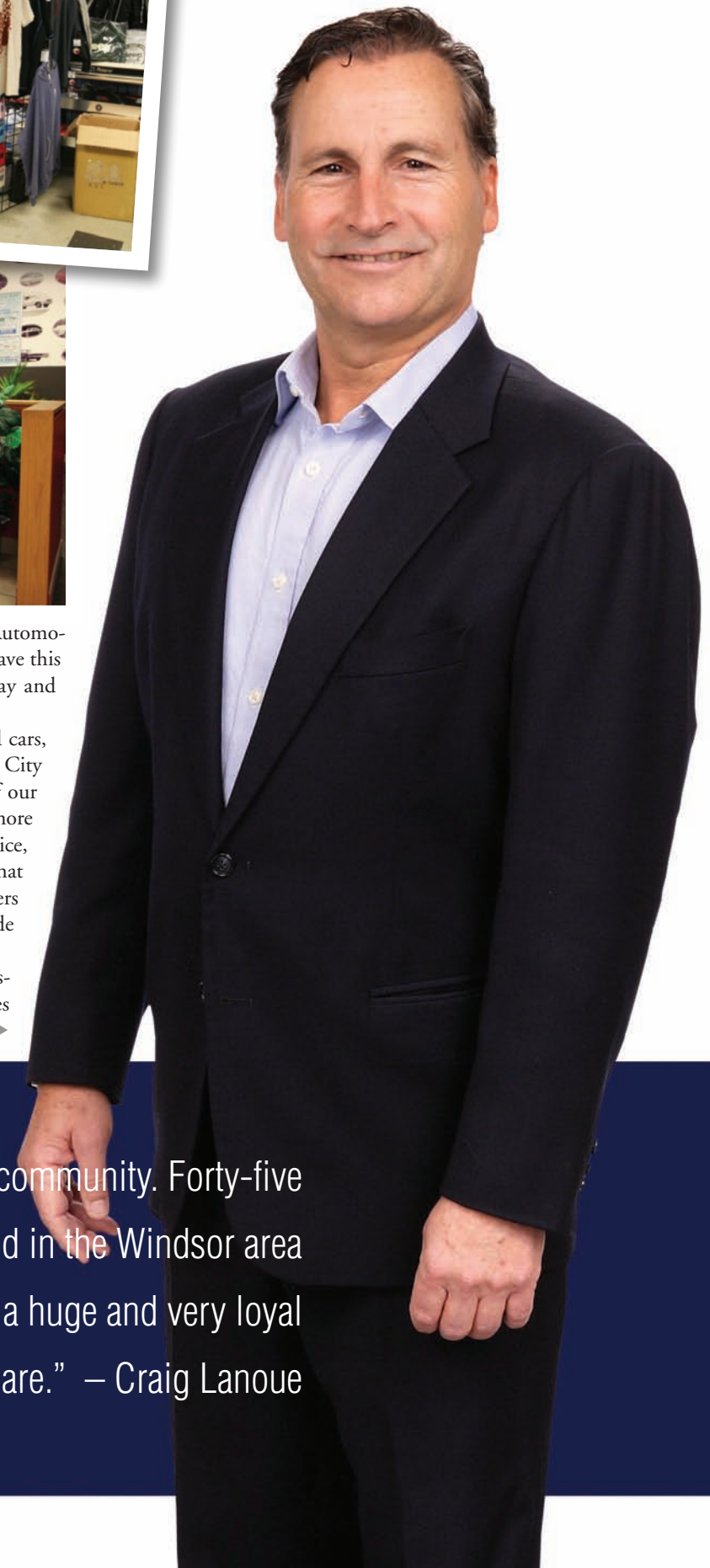
over the eagerly anticipated unveiling of Fiat Chrysler Automobiles' new 2017 Town and Country minivan. "We will have this next generation of superb minivans on our lot this May and June," Tom says.

People shopping for new vehicles as well as preowned cars, minivans, SUVs and trucks have loads of choice at Motor City Chrysler. "Thanks to our customers' terrific support of our dealership, we have been able to double our inventory to more than \$20 million. To give our customers even greater choice, we need the room. We want to ensure they get exactly what they want at our one stop shop," Tom says. The partners recently acquired an additional four acres on the north side to enlarge the original four acre dealership.

"We're going to reconfigure the lot so it is more customer-friendly," Craig says. "We're excited." Vehicles presently on the lot include the Dodge Grand Caravan, ►

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Journey, Chrysler Town & Country, RAM pickup trucks, Jeep Cherokee and the all new Jeep Renegade.

As a longtime Chevy man, Craig was keen to give Chrysler a chance to impress him. "I had always thought the Chevy product was superior. Now I believe that Chrysler products are as good or even better in some cases," he says.

Grateful for local loyalty to the Chrysler brand, Motor City Chrysler shows its appreciation by opening at 6 am Monday through Friday and 8 am on Saturday so day and midnight shift workers can get their vehicles in for servicing. Courtesy shuttle vans transport Windsor-area customers to and from their workplaces and homes.

The dealership supports the annual Unifor picnic for Chrysler workers and their families, as well as golf tournaments and the

Windsor Professional Firefighters' annual Sparky's Toy Drive. As the main radio sponsor for the Windsor Spitfires, Motor City Chrysler shares its team spirit.

Being in Windsor is a natural transition for the Tilbury auto sellers. "About 80 percent of Lanoue Chevrolet customers are from west of Tilbury. To get people to drive that distance from Windsor or LaSalle, we have to be doing something right. It all comes down to good customer service. Tom and I have brought our shared philosophy about treating people well to Motor City Chrysler. It seems to be working for us."

"Ever since we took over this well-established dealership, we haven't missed a beat," Tom says. "It's been more fun and more successful than we ever thought it could be."



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