



# THE 18TH ANNUAL BEST OF ORANGE COUNTY 2011 WINNERS

OC Register People's choice

## Best Car Dealership



### 1. DCH Tustin Acura

9 Auto Center Drive, Tustin, Ca.

714-669-9900 [dchtustinacura.com](http://dchtustinacura.com)



• In 1986, DCH Tustin Acura became the first Acura dealer in Orange County. Acura was the first Japanese-made luxury brand to come to the United States, General Manager Dick Hsu said. It just celebrated its 25<sup>th</sup> anniversary this year.

• The DCH brand name refers to the Dah Chong Hong. It began in the late 1930s when B.Y. Lam started a trading company in Shanghai. In 1948, the U.S. subsidiary was created. DCH Auto Group was formed in 1992 as a separate entity for doing business in the U.S. It now has dealerships in four states. DCH now stands for Delivering Customer Happiness.



• DCH Tustin Acura has sold more than 30,000 Acuras, averaging more than 1,000 a year. The company in 2010 was recognized for selling the highest volume of Acura vehicles in the Western United States, based on Acura's record.

**Why they are No.1:** More than 50 years ago, the chairman of DCH wrote a book in Chinese about customer satisfaction before it became a buzzword nowadays, Hsu said. "Our company is founded on the basis of customer service," he said. "We take good care of our customers. All our employees are empowered to solve customer complaints within reason". Employees and managers hold regular brown-bag lunches to discuss ways to improve. "We are constantly looking ways to do better," Hsu said.

**Claim to fame:** Customer loyalty. "We have one of the highest customer retention ratios in the industry", Hsu said. "Personally, I draw satisfaction from seeing many customers coming in to buy their second, third, fourth, fifth (Acura)," Hsu said. The company is also well-known for its charity contributions. The Tustin Chamber of Commerce named DCH Tustin Acura the 2011 Business of the Year for its outstanding community services. The company was given the Acura's Dealership of Distinction award for the eighth time in 2010. And the J.D. Power and Associates Dealer of Excellence award has gone to DCH Tustin Acura six times.

**Fan favorite:** "Friendly service, helpful, easy to make an appointment," – Aubrey Reavis, Irvine

**Fun fact:** An 83-year-old man and his wife bought their ninth car at DCH Tustin Acura last year. They bought their first Acura 25 years ago after being referred by their mechanic. Every three years they trade in their cars. "Their affection toward our personnel and the Acura cars was well published in our newsletter and they are an inspiration to all of us," Hsu said.

### 2. Wilson Automobile Group

### 3. Fletcher Jones Motorcars