



MEDIA RELEASE: FOR IMMEDIATE RELEASE

PECHELES HONDA EARNS PRESIDENT'S AWARD FOR THIRD YEAR

NEW BERN, N.C. (May 20, 2017) – Pecheles Honda received the coveted 2016 President's Award for operational effectiveness, as announced by American Honda Motor Co., Inc. on Thursday. The dealership, located in New Bern, is a three-time winner of the award and celebrated the event with a dinner honoring their employees at The Chelsea, located in downtown New Bern.

Winners are chosen based in part on direct feedback from sales and service customers.

John Mendel, Executive Vice President of American Honda Motor Co., Inc.'s Auto Division, stated that award-winning dealerships represent Honda's finest, and that "achieving the high performance standards of the President's Award requires a commitment to delivering extraordinary customer care."

Brian Pecheles, President of Pecheles Automotive, commented that "the Pecheles Honda service team previously ranked and was recognized as the number one in the nation for customer service excellence, and now the President's Award recognizes both our sales and service departments. We believe that every aspect of the customer experience, from looking for a vehicle, to purchasing, to basic maintenance and lifetime service, is a chance for us to wow our patrons. This award is a testament to the dedication of our staff to delivering exceptional service at every opportunity."

Pecheles Honda is part of the Pecheles Automotive group of dealerships. Family-owned and operated since 1965, Pecheles Automotive is comprised of three dealerships representing eight brands: Joe Pecheles Volkswagen-Audi-Hyundai-Genesis-Mitsubishi in Greenville, Pecheles Ford-Toyota in Washington, and Pecheles Honda in New Bern. Pecheles Automotive is a family of 200 automotive professionals who strive to give every customer a world-class experience delivered in a friendly, informative, and honest manner. Pecheles Honda is located at 3774 Dr. Martin Luther King Jr. Blvd. and can be found online at www.pecheleshonda.com.

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Some of the Pecheles Honda management staff and spouse enjoying dinner at The Chelsea.
From left to right: back row (Steve Pop, Brandy Pop, Caroline Flannery, Kelly Brandt, Brian Pecheles, Suzanne Pecheles)
From left to right: front row (Gary Flannery, Jason Brandt)