



Platinum Readers' Choice winners in four categories VOTED #1 OVERALL, IMPORT, NEW & USED CAR DEALERSHIP

Mississauga Honda has invested more than half a million dollars in upgrades in the past few years to improve the customer experience at the dealership. Customers and peers alike are showing their gratitude with Mississauga Honda receiving a host of honours over the past few months.

READERS' CHOICE WINNERS

Hopefully they included a new wall just to display awards and accolades including repeats of Readers' Choice awards this year. For the past five years Mississauga Honda has been selected by *Mississauga News* readers as one of the best in four separate categories: Best New Car Dealership, Best Import Car Dealership, Best Overall Car Dealership and Best Used Car Dealership. This year the dealership took top honours – the Platinum Award – in all four categories.

General Manager Alex Digenis admits they are humbled by the response, but insists that this is only the beginning. "Everything we do is for our customers. From our late service hours, to our free shuttle service, free loaners, on-site car rental service, customer drop off and pick up, and our brand new expanded service shop, our aim is to make things even better for the customer than they are today."

HONDA QUALITY DEALER

Mississauga Honda is also proud to announce they have received Honda Canada's top honour for 2005. The dealership received The Honda "Q" Award, a distinction given to just the top ten per cent of all Honda dealerships across Canada. The achievement is based on customer satisfaction and Mississauga Honda is the only Honda location in the West end to receive this prestigious mark of achievement.

INVESTMENT IN SERVICE

A total renovation of the service area has minimized customer wait time with expanded service bays and computerization of processes.

The dealership has also just completed the addition of a state-of-the-art car wash facility, to offer service customers a complimentary wash.

Mississauga Honda understands the specific needs of its customers. They customize their business to suit the needs of drivers, taking into account the fact that people in the west end drive more, in more traffic. Their service hours (Monday through Thursday open until 8 p.m., Fridays from 7:30 a.m. to 6 p.m., and Saturdays from 8 a.m. until 4 p.m.), three shuttle vehicles and the ability to get customers in and out for their appointments as quickly as

possible is their goal. Everything they do, they do to minimize wait time and provide excellent customer service. "There's no reason if you call on a Thursday for an appointment that we can't have you in and out of here on Friday," says Digenis.

The dealership has also recently added Quick Lube service, with no appointment required.

PEOPLE ARE THE KEY

Teamwork is the key to success. "There are no walls between our service, sales, and parts department," says Digenis.

Mississauga Honda continues to offer its popular monthly "Honda University", which this month saw 70 eager participants learn how to save money, time, and navigate through the dealership to maximize their vehicle investment. Participants are also given assistance in defensive driving, and the proper procedures to follow when involved in an accident. Environmental agencies have also been interested in the program as customers are taught preventative maintenance which assists in addressing air quality concerns.

Visit Mississauga Honda at the Erin Mills Auto SuperCentre, off Dundas Street, just East of Winston Churchill Boulevard in Mississauga.



Mississauga's Readers' Choice
Winner 5 consecutive years.
Best Car Dealership for 2005



2005 Honda Quality Dealer

Mississauga
Honda



Erin Mills
AUTO SuperCENTRE
CANADA'S BIGGEST

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