



NEIL MCQUEEN

The dealership's stability is firmly rooted in the Mid-Way's credo "Your Old Friend in the Business."

Indeed, much of Mid-Way's longevity can be attributed to an extremely loyal customer base with as much as 60 per cent of the total clientele returning time and time again to buy their newest car.

"We can't afford huge advertising bills but we do have the value of word of mouth. Sixty per cent of our customers are repeat customers and that is unusually high in this industry."

He attributes that success to a quality product, a hands-on, people oriented sales team, service personnel and approachable managerial staff and ownership.

"We've always been small so we're very in touch with our people," said Christensen, minutes after discussing a bumper problem with a Mid-Way customer.

"THERE AREN'T VERY MANY DEALERSHIPS WHERE THE customer talks directly to the owner if they have a problem. I mean I don't do it all of the time, but if the customer wants to discuss a problem with me, I am here," said Christensen. "And we have an extremely qualified team of people here. The average person here has worked for Mid-Way about seven years for a total of 130 years total experience. When our people are happy, they make the customers happy."

Mid-Way Toyota
Intelligencer, Mar. 31, 1995

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