

Poised for the future

Wallace Pontiac moves to state-of-the-art GM image facility

by Naomi Powell
The Compass

You may or may not have noticed it on one of your recent trips down Main Street in Milton. That's because the beige walled structure of Wallace Pontiac sits almost quietly in its new location across from the Milton Go Station. But don't let the unassuming exterior fool you. As one of the first, state-of-the-art "GM Image Facilities" to be established in a nationwide program initiated by General Motors, the new Wallace Pontiac location has a lot going on inside.

The GM program requires its facilities to meet a series of stringent requirements that range from major improvements in service features to details such as upgraded flooring and showrooms. The result is a service department designed for efficient visits, a spacious, airy showroom and a waiting area that is (gasp) truly comfortable.

The service facility, supported by eight GM factory trained technicians, offers the first "drive thru" service reception in the Milton area, allowing customers to drive their vehicle directly into the garage,

thereby avoiding chilly, slushy dashes through the snow. Also offered is a secured key drop-off on the exterior of the building for after-hours service orders. New hoists, alignment racks, an in-house rust-proofing stall and 14 mechanical stalls for repairs make for fast, painless service visits and oil changes without appointments, completed quickly and efficiently while you wait.

However, after experiencing Wallace Pontiac's Cadillac "Custom Waiting Lounge," you may wish for service that allows you a little more time to, well, wait. Absent are the usual body-numbing plastic chairs and dirty floors of many service departments - and in their place? Leather armchairs, a big screen television and a cosy gas fireplace.

Wallace Pontiac's move to the new facility was partly in anticipation of Milton's expansion and partly in response to the dealership's already considerable growth. Indeed, as a dealership selling close to a thousand new and used vehicles per year with sales and service business that has tripled since its inception in



Wallace Pontiac Buick's new home at 801 Main Street East in Milton

Photo by Deborah Qualle

1992, Wallace Pontiac can certainly use the extra space its new digs provide. The new lot displays 150 new and over 60 used vehicles while still providing plenty of customer parking and room for the expanded sales and service facility.

Keeping an eye to the future, improvements to the dealership's website (www.wallacepontiac.com) are also in the works. The site already includes information on business hours and a "pre-owned vehicle locator," which allows

users to enter criteria such as a desired price range and odometer reading and then search the dealership's database for a vehicle that matches these needs. The site will soon be expanded to include a focus on sales specials and other resources.

According to General Manager Peter Smith, much of Wallace Pontiac's success is owed to a structure of loyal customers. In fact, he credits "consistency in salespeople" and the "development

of repeat and referral business" as the philosophy that has kept the dealership growing.

Not surprisingly then, the dealership maintains close ties with its customers and to the community, proudly sponsoring about ten local sports teams and maintaining customers that extend back to their first year of business. Although the dealership is currently up and running, an official grand opening celebration is planned for this spring.

Wallace Pontiac Buick

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New location!

801 Main Street East, Milton

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