

Wheels & Car Care

Wednesday, September 19, 2003

Customers are number 1 priority at Georgetown Kia

Georgetown Kia opened its doors for business July 12 and has been the talk of the town ever since. Georgetown Kia is committed to building a strong relationship with the community and the individuals that live here. Whether it is the purchase of a new or pre-owned vehicle, service or parts Kia gives personalized service to each customer.

Building upon the expertise that comes with being part of the world's eighth largest vehicle manufacturer, Kia, in three short years, has become Canada's fastest-growing car company.

Kia has established its reputation for creating well-built, well-equipped and well-priced vehicles with the launch of Sephia and Sportage in 1999 and Rio in 2000. That was followed in 2001 with the Sedona minivan, the mid-sized Magentis sedan, the compact Spectra sedan, Spectra GSX sports hatch and the innovative Rio RX-V 5-door sport wagon. This year's launch of Sorento brings a new level of style, capability and value to the mid-size SUV segment.

Every member of the Kia family has something to offer drivers searching for a unique blend of style, fun to drive performance, features and excellent value.

Georgetown Kia is also pioneering "peace of mind" motoring with its innovative Extra Care customer care package—the best combined warranty and roadside assistance program in Canada, all backed by its coast-to-coast network of dedicated dealers.

The Georgetown sales staff is committed to building a hometown feel into every sales experience. The most important thing to building confidence with their customers is listening and understanding the needs of our customers.

After the sales experience many dealerships drop the ball when it comes to service.

"Service and commitment to fixing vehicles right the first time is our core value," says Bill Murphy, service manager at Georgetown Kia. "We service and repair all makes and models with the same commitment to quality to all of our service customers. Our service centre follows all manufacturers' maintenance schedules that will complement your vehicles warrant requirements.

"Many people feel that they have to return to the place they purchased their vehicle for routine maintenance to keep the manufactures' warranty on their vehicle," says Murphy. "This is not true. As long as you have documentation of staying within your main-



With the recent opening of Georgetown Kia at 314 Guelph Street in Georgetown, showroom staff are poised to welcome any interested customers to drop by and see what they have to offer. Gathering around a brand new Rio RX-V are (front, from left) Nicole Grosse, sales, Anna Faria, reception, and Andrew Mouzakmatov, sales. In back, (left) Bill Murphy, Fixed Operations manager, and General Sales manager Ben Mohamud.

Photo by Ted Brown

tenance program, the consumer can have the service work completed anywhere they choose. You should have your vehicle serviced at a place that you feel comfortable with. Finding a good technician and a place you can trust is very difficult. Our service department knows this and would like the opportunity to prove to you that we have what it takes to make our shop your shop of choice."

All of our technicians are factory-trained with over 100 courses combined. A moto in the shop is "If we can't fix it, no one can!"

Georgetown Kia's service department has committed time to co-op programs offered by local high schools in our community. "By teaching and helping

students understand the core values of customer service and building relationships with customers they will better equip them in their transition to the work force," Murphy says.

Georgetown Kia promises that technicians will fully explain to you what we have found and why it is important to complete the work we suggest, Murphy says.

"We will not complete any work on your vehicle until you fully understand why the work is necessary and what benefit it will have to you and your vehicle. From a simple oil and filter change to intricate diagnostic work we will treat you and your vehicle like it was our own."

GEORGETOWN



314 GUELPH ST,
GEORGETOWN

905-877-7818

FALL SERVICE SPECIAL

- Lube, oil and filter,
- Brake inspection
- Tire rotation
- Check cooling system,
- 45 point inspection

ALL MAKES AND MODELS

DON'T GET LEFT OUT IN THE COLD

★ SAVE 50% ★

\$39⁹⁹ plus tax

