

Wheels

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Giles Chev Olds built reputation on service, value

By LISA WHITE
Correspondent

The people who work at Giles Chev Olds call it a family business.

The dealership was opened in Stouffville in 1959 by Ross Giles.

Giles' son Duncan took over the business in 1970.

A good portion of the staff feel a part of the family, because they have worked as long as the dealership has been in Stouffville.

"The faces never change here. The people in town that knew the staff five years ago, know the staff today," said Service Manager Craig Somers. "The only time they change is when someone retires."

Salesperson Brian Wilkes said his customers like seeing the same people each time they return to the dealership. Wilkes has been working there for 11 years.

Second in poll

Giles called the service department the backbone of his dealership. Giles came second in 44 area GM dealerships a few years ago in a comparison of customer satisfaction.

Somers, who has worked at the dealership for four years, listed reasons why Giles would still be at the top of the comparison program was continued today.

"Customers aren't separated from their cars like in a lot of shops," he said. The reception desk is right in the working area and Giles allows customers to watch as their car is repaired.

Experience

And all their mechanics have no less than nine years of experience on GM products.

They also have double the training, said Somers.

The amount of GM technicians training is dictated by the number of cars sold.

High sales in the past mean the dealership's technicians are in training at least two days a month, said Giles.

The dealership does warranty and maintenance care on all Chevrolet, Oldsmobile and Geo products.

But they also service other makes and models.

The dealership has a reputation that if nobody else can fix it, they can, said Somers.

And Giles' rates are definitely competitive," said Somers.

"We haven't increased our prices in almost two years. We're basically offering 1990 labor rates."

The dealership also boasts daily rental cars, available to all customers.



Giles Chev Olds in Stouffville is a family-run operation dating from 1959.

not just service clientele.

And next day delivery of all parts not in stock.

Finally, the dealership offers "a completely different buying experience," said Duncan Giles.

A unique computer program removes the confusion.

"(The computer) has literally taken

all the brochures and it's zeroed in on the car that you want," said Giles.

"You're having a say into the car that you're buying."

Competitive prices, experience, openness and satisfied customers are all reasons why Giles Chev Olds is still open after 33 years at 5964 Main Street, by the Ninth Line.

Think Wheels Think....



AS SHOWN

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