

ADVERTISING FEATURE

WHEELS

Keeping customers satisfied

McArthur Ford offers unique products and exceptional customer service

BY LISA CARTWRIGHT
FEATURES WRITER

CLEAN AIR COMING SOON

The mechanics are all trained and the garage is CAA approved. And in early April, McArthur will be operating its Clean Air testing and repair facility. "Generally, we go out of our way to satisfy your needs."



The redesigned Windstar is the only minivan which received a five-star safety rating and it is one of the many vehicles you can find at McArthur Ford.

McArthur Ford is located at 21 Main St. Unionville. For details call 475-1350.

McArthur Ford knows that unique services and great products will bring customers in, but exceptional service will keep them coming back.

"We establish a long-term relationship with the customers," said Randy State, owner and president of McArthur Ford on Main Street Unionville.

McArthur Ford has been serving the people of Markham and surrounding areas for the past 28 years. State himself, has owned the dealership for 10.

"Since the time I have owned it, our parts and service volumes have tripled. As far as cars are concerned, we are one of the top 15 dealerships in Canada in Ford cars sales from '94, including '98.

Last year alone, McArthur Ford sold 1,300 new cars.

HIGH PERFORMANCE VEHICLES SOLD HERE

McArthur Ford is one of 25 dealerships in Canada to boost the SVT — Special Vehicle Team — name.

"It is a line of ... high performance ... vehicles manufactured through Ford's racing division."

The line, which includes the Mustang Cobra, the Contour SVT and The Lightning, a SVT pickup, truck among others, is perfect for those looking for factory-prepared high performance vehicles with better road handling capabilities.

"(The vehicles) are for the connoisseur who wants more adventure than the four-door sedan driving down the road."

State, who owns an impressive collection of high performance vehicles from the '60s and '70s, said he enjoys selling



Randy State, president of McArthur Ford.

these vehicles.

"I relate and understand them more."

But whether people are purchasing a high performance vehicle or any other Ford product, they will receive excellent customer service.

"We have won six awards for customer satisfaction from the Ford Motor Company," said State.

Recently, McArthur Ford doubled the size of their customer reception area and made it more user friendly. They also have a 17-car showroom, which allows people to see a variety of cars. They also have more than 100 new cars in stock for immediate delivery.

For those who are having their vehicle in for maintenance or repair, McArthur offers 12 loaner cars, on an appointment basis. They also have a shuttle bus service.



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