

# Car dealer's major turnaround earns him award

BY JEFF MITCHELL  
Staff Writer

Markham Mazda and general manager Gin Siow have been recognized for an astonishing turnaround that has seen the dealership triple its sales volume in two years.

Mr. Siow accepted the award for most improved business recently, when the annual Chinese Canadian Entrepreneur Awards were presented in Markham.

Mr. Siow the pursuit of excellence by all 28 employees at the Hwy. 7 dealership brought about the company's improved performance. "The award was not just won by myself individually, it has to come from the whole team," he said.

"With my experience in the industry I have learned, in order to do well in this business, you have to remember some focal points: customers' needs, wants and desires."

Mr. Siow, who has worked 20 years in the industry, arrived two years ago at a dealership that was moving about 200 new cars a year.

He changed the dealership's name, added sales of high-quality used vehicles and undertook extensive renovations to the showroom to completely overhaul the organization's image.

He spent \$200,000 on advertising in the first year to promote the new image.

Since then, sales volume has increased to almost 700 new and used vehicles annually, Mr. Siow said.

Mr. Siow frequently enrolls in training and leadership courses and encourages his staff to do the same.

There are regular social gatherings and monthly ceremonies to recognize excellence in-house, he said.

"It is essential to keep morale in the showroom high," Mr. Siow said.

He plans to keep on with this agenda, encouraging employees to buy into his vision of customer service.

He will also step up his contributions to the community, which include sponsorships for sports teams, involvement with the

Rotary Club and support for local charities.

It's a way of paying Markham back for an amazing couple of years, Mr. Siow said. "Without my community support, I wouldn't be where I am today," he said.

Mr. Siow and his dealer-

ship were nominated for the award by Mazda Canada's credit division.

The business was among six honoured Saturday night by the Association of Chinese Canadian Entrepreneurs.

The awards were established in 1997 to recognize

Chinese Canadian entrepreneurs who have achieved business excellence, assumed a high degree of social responsibility and contributed to the communities in which they work. Nominations were accepted from across Ontario.



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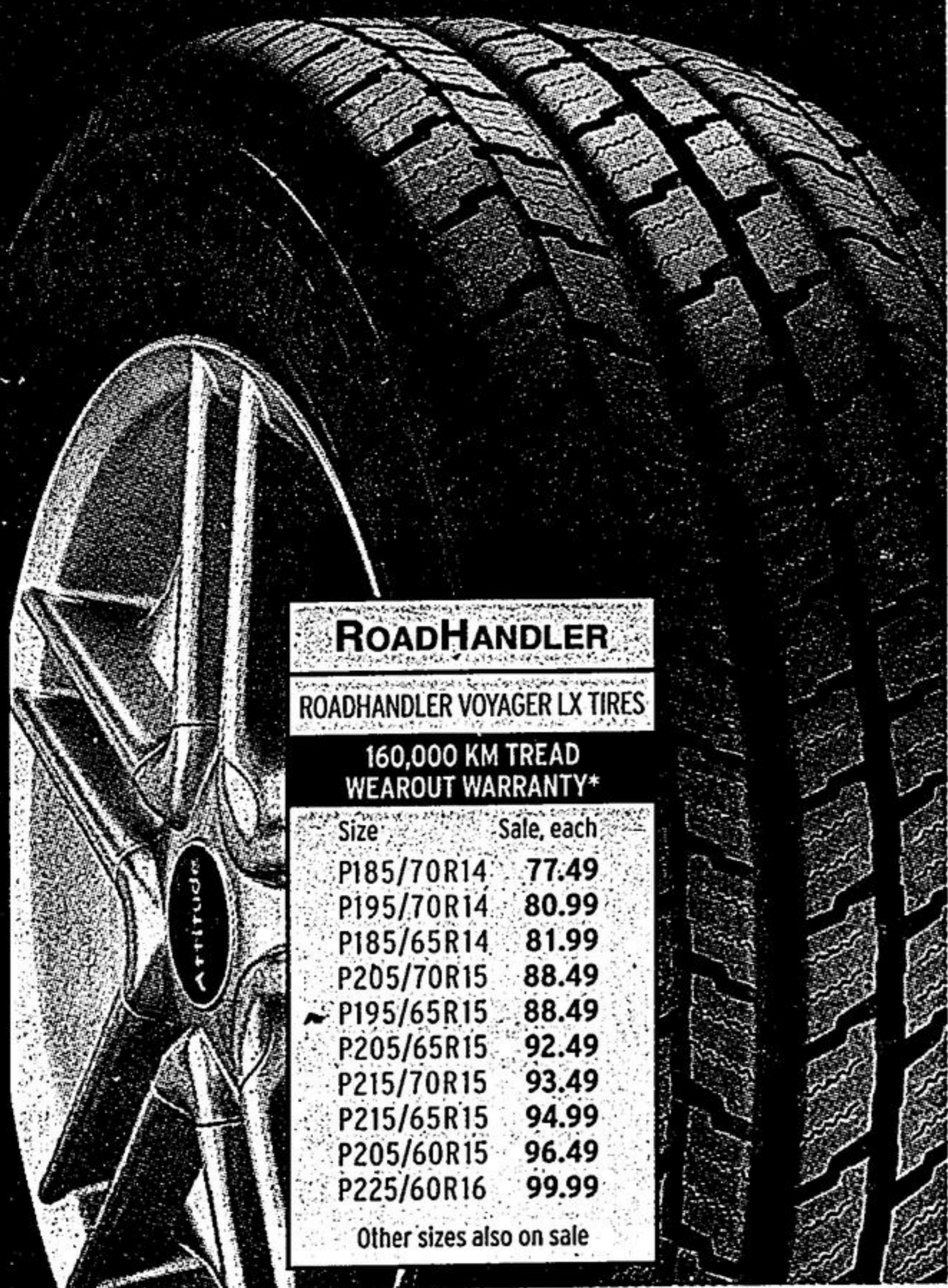


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