

## Town+Country BMW // MINI Markham earns Best New Car Dealer Award

The folks at Town+Country BMW / MINI Markham have good reason to feel proud these days. These dedicated professionals have earned Best New Car Dealer honours in the Economist & Sun's 2004 Readers' Choice Awards.

"I would like to thank everyone who voted for us in this category," says James Cochrane, President of Town+Country BMW / MINI Markham. "We are very proud to win this award, and we appreciate the continued support of the Markham/Unionville community."

Mr. Cochrane credits much of Town+Country BMW's success to the total team effort at the dealership. All departments work in unison to meet and exceed customer expectations. "Our staff is committed to the principles of the company's mission statement, which states that we must always strive to exceed customer expectations no matter what the customer needs," Mr. Cochrane says.

Town+Country BMW / MINI Markham has a proud history of providing total customer satisfaction. Mr. Cochrane has assembled a team of dedicated employees who share his vision of treating customers with respect and who are committed to fixing it right the first time. He and his family have lived in Markham since 1977 and are active members of the Unionville Community.

Three years ago, Town+Country BMW / MINI Markham raised customer experience to new heights, when it moved to a new, state-of-the-art facility at Kennedy Rd. and Hwy 407. The new dealership features an eye-catching glass tower that is perched near the entrance to the dealership.

For Town+Country BMW / MINI Markham, the glass tower is a symbol of the excellence that is offered at one of Canada's most successful BMW franchises. With its sprawling façade of glass, its ergonomically designed showrooms and workstations, and its clean symmetry, the new Town+Country BMW is a dealership that clearly reflects the future of automotive retailing in Canada.

"Our facility has enabled us to enhance the customer experience at all levels," Mr. Cochrane says. "We're easily accessible to our customers, and we provide a wide range of value-added services and conveniences."

At 45,000 sq. ft., Town+Country BMW features a 21-car new vehicle showroom, a 10-vehicle pre-owned showroom, along with a six-vehicle showroom for MINI. In addition to the spacious showrooms, there are 22 service bays, a Shuttle Service, a comfortable customer lounge that includes two kiosks (one with a phone, the other with Internet access), a fully-stocked Parts Department and a full fleet of courtesy cars. The company always has one of the largest selections of new car and pre-owned inventory on site.

Town+Country BMW employs 106 staff, including 22 salespeople, five service advisors and 18 factory-trained BMW technicians. "When you have a team that is totally dedicated to achieving common goals, you can move mountains," Mr. Cochrane says. "This facility is designed for comfort and convenience, both for our valued customers and our staff."

What's new at Town+Country BMW? Many exciting new models will be introduced this spring, including the 2006 BMW 750 and the 2006 BMW 525, plus the all-new re-designed 2006 BMW 3 Series. Town+Country BMW now has a large supply of 2005 Executive Edition 325s for immediate delivery. These vehicles were acquired by special purchase to take advantage of the value-added options on this wonderful car.

Town+Country BMW // MINI Markham is located at 8111 Kennedy Rd. (just south of Hwy. # 7) in Markham. They can be reached at 905-477-2212. Visit their web site at [www.tcbmw.com](http://www.tcbmw.com) and [www.minimarkham.com](http://www.minimarkham.com).

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