

An educated consumer is the best customer at Caledon Chrysler Dodge Jeep Ram

By Brian Lockhart

After four years at their Highway 50 location in Bolton, Caledon Chrysler Dodge Jeep Ram, has earned a well-deserved reputation as a fully stocked dealership that excels at customer service and strives to educate consumers on the best practice when it comes to purchasing a vehicle.

It is their culture as a business that brings satisfied customers back when it's time to look for a new car. It is that same respect for consumers that draws new visitors based on referrals from friends and family who have had a good experience when purchasing a car, truck, or SUV.

'Transparency,' said Roham Jamali, managing director of the dealership, is a key component of their business model and why their customers trust them.

'Other stores may alter the fees or interest rates after the purchase of a car or add fees on top of the advertised price,' Jamali explained. 'We don't do any of that. Every price is set. We give our customers the best price first.'

The franchise has the full line up of Chrysler, Jeep, Dodge and RAM sedans, SUVs and trucks. Their entire inventory is available online, along with their prices, detailed pictures and full descriptions to help shoppers with their research and comparisons.

The Jeep brand is currently celebrating its 75th anniversary in production. The original version went into production in 1941 as a military truck and over the years has evolved into the number one consumer off-road four-wheel drive adventure vehicle.

When it comes to trucks, nothing can beat the Ram. From the 1500 model right up to the super heavy-duty 3500, Ram trucks have become the vehicle of choice for many truck enthusiasts who rely on it as a dependable and rugged vehicle that is also fuel efficient and has the comfort of a well-appointed interior.

While Caledon Chrysler Dodge Jeep Ram, is well known as a franchise dealer, they are also a premier location for used vehicles, with around 300 cars, SUVs, and trucks on their lot. Partnered with their other location, North York Chrysler, they have access to around 1,600 quality new and used vehicles.

They also stock a wide variety of makes and models, including many hard to find brands and higher end luxury vehicles like BMW, M-Benz and Audis.

'We have a 120-point inspection on all used vehicles versus a 30-point inspection at most used car outlets,' Jamali said. 'Our cars all have all-inclusive prices, full detailed descriptions, and lots of real pictures of the actual vehicle and its options. The difference is that you're not buying from a used car place, you're buying from a highly reputable franchise that is also a proud member of the Used Car Dealers Association of Ontario and stands behind the products it sells. There is big difference in the service, the quality of inspections, and the work that goes toward the conditioning of the cars. Most companies compete at a 100-kilometer radius. We compete across Canada. Every car comes with a Car Proof history and accident report and is readily available to consumers. We give them a full report up front and provide them with all the information so they can make an educated purchase and compare for themselves.'

Competing at a nationwide level, Jamali said their best customer is an educated customer. By knowing prices across the country for a particular vehicle, a buyer can make an informed decision when considering the market value of a car or truck when making a purchase.

'We give the best price for the value for every car that we have, compared to others available in the market,' Jamali said. 'Not just in our area or in Ontario but across the country. That's why we encourage people to compare our prices and reputation to others.' One of the main reasons customers return to the dealership, besides the fair pricing strategy, is the no-pressure approach used by the sales staff and encouraged by management.

'Our sales people are paid differently and are there to help consumers find their perfect car, not to sell them one,' Jamali stated. 'We call this a 'shark-free zone,' where customers can test drive as many cars as they need to make the right decision, and without pressure or sales pitches. The reason for our success is that we have stayed transparent and people see this over time' and transparency doesn't end at the point of sale. Our sales person's job is to listen to the customer's needs and guide them to the right vehicle and educate them, even if they don't purchase from us.'

The dealership has some amazing offers when it comes to financing.

'For example, you can get a Dodge Caravan, 4X4 Ram 1500 and 4X4 Jeep Cherokees at zero per cent financing for 84 months' that's seven years and every penny you spend goes towards the car, not interest,' he said.

Behind the show room at the dealership, the work continues in the automotive service centre.

With a full-service repair facility, the shop has 10 automotive bays and two cleaning stations.

Trained automotive service technicians will work with a customer, especially when a repair requires a high priced part, to see if they can source a quality part at cheapest price to keep costs to a minimum.

To observe their success in Caledon, the dealership will be holding a fourth anniversary celebration from Wednesday, July 6, through to Sunday, July 10, with lots of prizes for participating customers, including free oil changes, a \$200 gasoline gift card, and a 55-inch 4K LED television.

The staff and management at Caledon Chrysler Dodge Jeep Ram, are excited to be a part of Caledon and are looking forward to many years of serving the community.

You can visit them online at www.caledonchrysler.ca

