

BANK STREET MAZDA

www.bankstreetmazda.com, 2575 Bank St., 613-739-3088

25 years and the awards keep rolling in

As Bank Street Mazda celebrates its silver anniversary, the awards just keep piling up. Bank Street Mazda was presented with four prestigious awards from Mazda Canada Inc. last week.

Bank Street Mazda, part of the Dilawri Automotive Group and owned by Shiv Dilawri, has once again been recognized as a Dealer of Distinction by Mazda Canada Inc.—the highest honour Mazda Canada Inc. awards to a dealership. They also took the Grand Performer award and the President's Club award. While these awards have been bestowed many times before on Bank Street Mazda, last year was the first for the Dilawri team to take all three at once. And making it even more special and doing so for a second time this year is that Bank Street Mazda is celebrating its 25th year in business and was also honoured with a plaque and award to that effect recognizing the dealer's long-standing service in the Mazda Canada family.

The Dealer of Distinction award honours dealerships that have excelled in all areas of their dealership operations. Established in 1993, the annual Dealer of

Distinction awards recognizes the top Mazda dealers across Canada based on a comprehensive range of performance criteria in all areas of dealership operations that cover sales, marketing, parts, and service. Only 10 dealerships per year are selected.

The Mazda President's Club award recognizes dealers that have achieved the top of their game in new vehicle sales, target achievement, market share, customer satisfaction and overall operations.

The Grand Performer award is bestowed upon dealers who have sold more than 1,000 new vehicles in a calendar year.

"It's no small feat to get to 25 years," said Kevin Yeoh, Mazda Canada's district sales manager.

Heartfelt thanks

For Dilawri getting to the 25-year mark has been all about serving and satisfying customers.

"Thank you Ottawa for helping us to be successful in this business," said Dilawri. "Thanks to all the customers. It's the customers who make us successful."

While he owns other car dealerships, Bank Street

Mazda was his first back in 1988 and it holds a special place in his heart. He now employs about 400 people and his "progressive automotive group" is expanding even more with a new Kia dealership coming this fall. Some of his other dealerships will soon mark significant anniversaries too, but this 25th for Bank Street Mazda will resonate with Dilawri for a long time to come.

Kirk Cameron, director of corporate development for the Dilawri Automotive Group, knows that it takes good people, a good product and good procedures and processes to get to the top and stay at the top and bring these awards home every year.

"It's about consistency in our approach and procedures," he explained. "We'll do whatever it takes to stay at number one!"

Praise

And to the employees gathered for the award festivities, Cameron told them: "It's each of you that has made this possible."

"It's a fantastic achievement for Bank Street Mazda," said Jay Sherren, Mazda Canada's district parts and service manager.



The team at Bank Street Mazda is proud to have been awarded the Dealer of Distinction Award by Mazda Canada. The dealership was also presented with three other awards from Mazda including one recognizing their 25th year in business. Pictured above from left to right: John Dustan, Bank Street Mazda (BSM) service manager, David Murray, BSM parts and service director, Jay Sherren, Mazda Canada district parts and service manager, David McGregor, BSM parts manager, Elias El-Achhab, BSM director of operations, Kevin Yeoh, Mazda Canada district sales manager, Kirk Cameron, BSM director of corporate development, Ken Holmes, BSM controller, Sarita Dilawri, and Shiv Dilawri, owner of the Dilawri Automotive Group.



Mazda Canada representatives Kevin Yeoh (left) and Jay Sherren (right) presented Shiv Dilawri (middle) with award plaques last week.