



10 REASONS WHY THE BEST SERVICE COMES FROM AN AUTHORIZED DEALER

PROTECTION

For many people, a new car is the second biggest purchase of their lives, so consumers can't afford to rely on anyone other than a top service professional. New car dealerships offer the highest level of technical training, state-of-the-art service equipment, and factory-specified parts.

TRAINING

Dealers and manufacturers spend considerable money on continuous training to ensure technicians are up to date on today's increasingly complex vehicles. Many dealership techs also are certified by the National Institute for Automotive Service Excellence (ASE).

TECHNICIANS

Today's technicians must be electronics experts, as well as good mechanics. That's why new car dealerships offer the most experienced technicians in the auto repair industry.

EQUIPMENT

Some diagnostic equipment for today's automobiles can cost over \$100,000. Only franchised new car dealers are required to purchase and use the equipment and maintain computer links to factory service experts.

GUARANTEES

A dealer's reputation depends on customer satisfaction — that's why dealerships guarantee their repairs. Original parts also carry additional manufacturer guarantees.

WARRANTY

All new cars today carry manufacturer warranties that specify maintenance schedules and repair procedures. Service from the dealer eliminates the possibility of voiding the warranty for failure to meet requirements. Extended service contracts can be purchased from dealers for added protection.

CONVENIENCE

To ensure convenient service, dealers offer extended service hours that include nights and weekends, express service lanes for routine maintenance and simple repairs, guaranteed time of delivery, and often offer loaner cars while repairs are being made.

PARTS

Only new car dealers are required to carry an inventory of parts to cover all repairs to the cars and trucks they sell, assuring customers quick repairs and genuine parts.

PRICE

Your local auto dealer has fast service priced competitively. Often, your local dealership offers the best local price in addition to the best service.

SATISFACTION

In both sales and service, satisfaction is the primary goal of every dealer. The best way to achieve this is to offer the best service support for your car at the best price.

Don Hall
President & CEO
O 804.545.3004
C 804.350.3926
dhall@vada.com

Anne Gambardella, Esq.
General Counsel & EVP
O 804.545.3006
C 804.658.7444
agambardella@vada.com

Mimi Perka, Esq.
Director, Legislative and Legal Affairs
O 804.545.3028
C 804.484.4972
mperka@vada.com

Information provided by

