

## WHAT CONSUMERS ARE FACING WHEN BUYING A VEHICLE

The dizzying array of possible purchases that consumers face when buying a new automobile is one reason David Kassik stresses to his B-K Motors Group staff the importance of “making the ordinary, extraordinary.”

### MAKING THE ORDINARY extraordinary

DAVID KASSIK  
B-K Motors Group



Founded by his father Helmut in 1973, the B-K Motors Group has been in Kassik’s blood since he started washing cars as a summer employee at age 14. When he bought the Volvo and Land Rover business from Helmut in 2001, the pair remained dedicated to seeing that B-K Motors Group remained focused on enhancing the total customer experience from point-of-sale to vehicle service.

“I want that first-drive thrill to last as long as the customer owns the vehicle. It’s the relationship with our customers that makes the difference. More than trying to sell something we have in our showrooms, it’s about finding a solution for the client and working together to meet their needs,” says Kassik. It is undoubtedly customer service that has driven Kassik and his 41 employees at B-K Motors Group (one of only about 45 Volvo dealerships in Canada) toward becoming a top dealership in the nation: “Our goal is to be top ten, not necessarily number one in volume but to be the best.” Approaching that milestone has overwhelmingly been a result of their reputation for extraordinary service. According to Kassik, “our sales extend coast to coast, and we recently delivered a brand new Volvo C30 to a customer in Vancouver. Our reputation has been established by word-of-mouth referrals, and that’s a sign of the trust that we have built up over the years.” Another aspect of the company’s success Kassik credits to a very strong connection with the car manufacturers themselves. “We have excellent relationships with the factories and engineers who design the vehicles. Because of that trust, our first year operating out of our new location in 2003, we were recognized as Land Rover retailer of the year in Canada. We’re very proud of that, and it keeps us moving forward.” Kassik is also proud of BK Motors Group community support “we consistently do whatever is within our power to help the communities of Waterloo Region,” says Kassik. “Among others, our most significant support has gone to the Grand River Cancer Centre and that continues to be a focus. We owe our success to the people of Waterloo Region, and it is our corporate duty to give back to the community.”

With those achievements in mind, the company is not resting on its laurels and is currently working with the manufacturers, their architects and design team as they plan for the business’s next phase of development, as well as an expansion of products offered.



“In early 2008, renovations will begin with the sole purpose of improving our facility for customers during their vehicle purchase and enhancing the range of what we offer during the service experience,” says Kassik. Customers already enjoy premium hospitality including: a kid-friendly guest-services lounge featuring Starbucks coffee, healthy snacks and bottled water, colouring books and teddy bears for young families, plasma television and satellite channels, Wi-Fi Internet service, and what is essentially a functional office-away-from-the-office for customers. “As our plans evolve, the changes and modifications will help us reach to the next level of customer care and set new benchmarks for exceeding their expectations. This is just one step of an improvement process that we envision,” adds Kassik. Kassik believes in implementing change quickly—“if it’s a good idea, I want it to happen yesterday.” He applies the best consumer-trends to the automotive purchase and service business. “Lots of the services we have in place currently, and those that will be soon introduced, were ideas that I modified from the best hotels in the world, for instance. The restrooms features complimentary toiletries, a towel service, amenities you would expect only in a deluxe hotel. But it’s all part of the package when you do business with us.”

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As it continues to be a leader in a competitive automotive market that offers consumers a myriad of choices, at the end of the day the B-K Motors Group operates under a simple principle, says Kassik: “We genuinely care about our customers and their needs and wants as we ensure that the ordinary becomes extraordinary.”



Land Rover Waterloo