



Bank Street Mazda recognized as a top performing dealership with 2010 Mazda ‘dealer of distinction’ award

Bank Street Mazda has been named a 2010 Mazda ‘Dealer of Distinction,’ the highest honour that Mazda Canada can grant to a dealership. The Dealer of Distinction award recognizes Mazda dealers who have excelled in all facets of their dealership’s operations.

The Dealer of Distinction program, in place since 1993 and revamped for 2010, measures the effectiveness of all areas of operations of every Mazda dealership. Quantifiable data from each aspect of a dealer’s operations – customer satisfaction, sales, parts, service, administration and facilities – are thoroughly evaluated for optimal operating efficiency as defined by Mazda Canada’s strict guidelines.

“As consumers become increasingly knowledgeable, their expectations rise and they demand more out of their overall dealership experience,” said David Klan, Director of Sales Operations at Mazda Canada. “Only those Mazda dealers who have proven that they are continually improving effectiveness and can meet these demands are considered for this award.”