

## Lexus Cape Town city top dealership for 2011

With engineering standards and customer service levels the envy of the motoring industry it takes more than just hard work and good service to exceed standard service levels and be awarded the title of Lexus Dealer of the Year.

This is exactly what Doran Jaffe, the dealer principal of Lexus Cape Town City and his team did to be chosen as the 2011 Lexus Dealer of the Year. "For a long time, Lexus has used the slogan 'We don't just sell cars, we create experiences'. This Lexus dealer has shown that doing good business is about more than just sales volume - it is about the relationships built with customers that can last a lifetime," said Glenn Crompton, vice president of market and demand planning at Lexus, of the winners.

### Excellent service becomes an expectation

"Having gained a reputation for excellent management of the finer details in their business, including model mix, flawless facility standards, and enviable customer interactions, Lexus Cape Town City has contributed to the Lexus brand in a very positive way," Crompton continued.

It comes as no surprise that Lexus Cape Town City also received the honours as the top dealer on the Lexus Customer Experience Index, a key measurement in the luxury brand's pursuit of perfection. "At Lexus you can be assured of the best service possible, as was shown recently in the international JD Powers' survey. With such high standards the excellent service soon becomes an expectation amongst customers and you have to constantly excel to achieve scores that are higher than that which the Lexus network is known for. In light of this we would like to congratulate Doran and his team for working exceedingly hard to build relationships and maintain them," Crompton said.

Lexus also recognised the top performing Lexus Financial Services Dealer. Dean Turnbull of Lexus East Rand received the award on behalf of his dealership, which was recognised for their exceptional high service level and high overall market share. It is the third consecutive year that this dealer receives the award.