

## Hendrick Highlights

2016 was an incredible year for our team! If you read last year's Highlights we discussed the most coveted award given each year by the Hendrick Automotive Group. It is called Hendrick Champion. Only a handful of dealerships achieve this each year. It is won by achieving many things but most importantly customer satisfaction at only the highest levels for sales and service customers. This past year we were the only Hendrick dealership to achieve this status by hitting all of the criteria. We have YOU to thank for helping us to be a Hendrick Champion dealership. This is our tenth year that we have been awarded the Hendrick Champion recognition. The Hendrick Automotive Group family has grown more and now has 106 dealerships including almost all manufacturers so it was a tough contest. We thank you again for your support and business and we really hope to continue to take great care of you for 2017. Below are just a few of the standout teammates that were award winners for last year.

Sincerely,  
*Doug Thompson*  
General Manager

### 2016 Sales Professional Award Winners:



**Willie Jackson** has achieved his 36th year with Hendrick Toyota Wilmington. Willie was a huge UNCW basketball star back in his day. He was born and raised here in Burgaw and Wilmington, NC. He's won the Toyota Pro Sales Award as well as the Hendrick Chairmans Club Award 7 times now! Also, he's considered an Elite Sales Rep. Congratulations Willie on another amazing year. Call him today at 910-798-1117 or email

[Willie.Jackson@hendrickauto.com](mailto:Willie.Jackson@hendrickauto.com)!

After four years at our dealership, **Brian Gottry** has seen some incredible sales due to his excellent treatment of his customers. Brian also has been awarded the Toyota PROS and the coveted Toyota President's Club Award two years in a row now. Call Brian today at 910-798-1173 or email him at [Brian.Gottry@hendrickauto.com](mailto:Brian.Gottry@hendrickauto.com)!



**Bobby Estill** has been a Wrightsville Beach local since 1980. He has been here for many years now. He made Hendrick President's Club and Toyota Pro's for 2016! You'll often find him, this soon to be grandfather, out at the surf if he's not here at the dealership.

Call him today at 910-794-6419 or email [Robert.Estill@hendrickauto.com](mailto:Robert.Estill@hendrickauto.com).

**Jake Scott** has been with our team for only two years already and just achieved Toyota Pro's status for 2016. He does a fantastic job with his customers. We're so glad he decided to make a career change and join our team. Call him today at 910-798-1158 or email him at [Jacob.scott@hendrickauto.com](mailto:Jacob.scott@hendrickauto.com).



## 2016 Service Professional Award Winners:

Before we share with you our service standouts, we'd like to give you a few quick facts about our Service Department. The record for the most clients serviced in one day is 251. Although we do try to accommodate everyone, we definitely recommend setting an appointment for your service visit by calling 910-798-1199. To greet you upon entering our service drive are 15 Assistant Service Managers and 2 Service Lane Managers. We have 30 technicians currently and 29 bays, not counting the 5 quick lube stations. Two of those bays handle window tinting, leather and other custom accessories that we add to our new Toyotas. Also on the property are 6 full detail bays to clean new and used inventory along with our full detail services available for purchase through your Assistant Service Manager.



From left to right pictured above are Mark Yandell (Master ASM, Toyota ASM Pro, President's Award); Sean Marra (Master ASM); Sylvia Jeffcoat (ASM Pro); Brad Allen (ASM Pro).

We are very proud of our 6 Master Technicians which you'll see below.

Some are Randy Horton Engine Builder competition participants which means they scored in the very top percentile for their ASE testing and then got to participate in this exciting challenge in Charlotte where they got paired up with some of the Hendrick NASCAR Engine builders to build a race engine in record time.



Pictured from left to right above are Billy Sullivan, Lee Steffenson, Mike Copenrath-Reid, Josh Faucette, Alex Borcyk, and Neil Hartzell

## VIP LOYALTY PROGRAM

As a VIP Loyalty Guest, you have purchased and/or serviced at our facility. We thank you for your continued trust and support. Our goal in service after the sale is to keep you as a lifelong customer in our VIP Loyalty Club. We'd like to continue to provide an exceptional and informative experience for you, your family and your friends. Bruce Winokur, our Loyalty Manager is conveniently located by the service lounge to answer any of your questions or he can be reached by calling him directly at **910-798-1160**. He offers free appraisals while you wait and can give you all of the information you need to make an informative decision in a comfortable atmosphere. With your information already on file with us, an appraisal is as easy as just a call to Bruce.

## 2017 PRODUCT REVIEW

### What's the Buzz?

In 2016, we ended with our best December ever and also our best year ever. Southeast Toyota dealers closed the year as the number one selling region in total retail sales for its 26th consecutive year. Here are some of the highlights from our year in products!

## Fun Facts:

- **CAMRY** - With 0% financing and incredible pricing, the Camry still remains the best seller in the midsized sedan.
- **TACOMA** - Has all new styling and has been a big hit. Our new Toyota trucks have been ranked the highest in resale value according to Kelly Blue Book for 2017.
- **RAV4** - Another great opportunity with 0% financing, the RAV4 is now also available as a Hybrid model.
- **PRIUS** - 0% financing is also on the Prius. It has an entirely new sportier redesign which is getting rave reviews already.
- **COROLLA** - With more Corolla's on the road today than any other brand, it has been called the Most Trusted Vehicle and now with 0% financing it's an even better choice.
- **HIGHLANDER** - Has won the prestigious NHTSA 5 Star Safety award for the incredible safety features on every trim level as well as several other awards from KBB.com.

\*0% financing is offered through Southeast Toyota finance only with approved credit. It cannot be combined with other offers.

## Complimentary Maintenance...

With a purchase of any new Toyota you receive a 2 year or 25,000 mile complimentary service plan complete with all scheduled maintenance provided along with roadside assistance that is good for 2 years and unlimited mileage.

## Military Rebates

Toyota continues to support our troops with its Finance Rebate Program on any new Toyota. Rebates are updated monthly for active military members. See us for details.

## College Graduate Program

With your 2 or 4 year accredited college degree, your rebate and pre-approval are waiting on any new Toyota. It's a great chance to put that hard earned education into a fantastic and dependable vehicle to get your next step in life going with style! See us for details.

## Community Functions & Events

Our fundraising committee strives to make the largest impact as possible to our entire LOCAL community. Of the items we sponsor annually 98% of our contributions go to the following:



**Good Shepherd Ministries** (a.k.a. The Good Shepherd Center) has been our partner for 5 years in a row now. We are their title sponsor and have been very involved with the shelter and its mission. They seek to feed and house the homeless as well as transition them into permanent housing that they can maintain. Our employees contribute bi-weekly and the dealership then matches their donations 100%. We also get employees together to volunteer at the shelter whether it's in the soup kitchen, cleaning the family rooms or even landscaping the grounds. We have found this to be a wonderful partnership and we've been able to assist them in truly meeting many needs of the homeless in our community. <http://www.goodshepherdwilmington.org/>



**The New Hanover County Teacher of the Year** is our next major sponsorship. We are in the fifth year of partnering with this amazing group as well. We feel that teachers make the biggest impact in creating tomorrow's leaders. We feel so strongly about teachers that we give a free new Toyota Prius Hybrid to the Teacher of the Year each Summer. We also have started a Flash Your Badge program here at the dealership to provide any school employees discounts in service, parts or even the purchase of a vehicle.

We also sponsor many other great charities and organizations such as the Muscular Dystrophy Association,

Easter Seals, Red Dress Project and many more!

**Key Personnel at our store to assist you:**

Bruce Winokur

Loyalty Manager/Customer Relations

Phone # 910-798-1160

BWinokur@toyotaofwilmington.com

Katie Pohlman

Business Development Director/Sponsorships

Phone # 910-798-1120

KPohlman@toyotaofwilmington.com

**Helpful Numbers**

Jeff Gordon Chevrolet Body Shop (a sister Hendrick store)

Phone # 910-350-1399

Toyota Roadside Assistance

Phone # 800-331-4331

Hendrick AutoGuard (ESA) Towing

Phone # 800-540-5404

Thank you for your continued business and support!