

# Andrew Lennox

General Manager  
Humberview Chevrolet Buick GMC & Motorsports Brands



INTERVIEW : Kara Kuryllowicz PORTRAIT : Wilson Huynh Studio

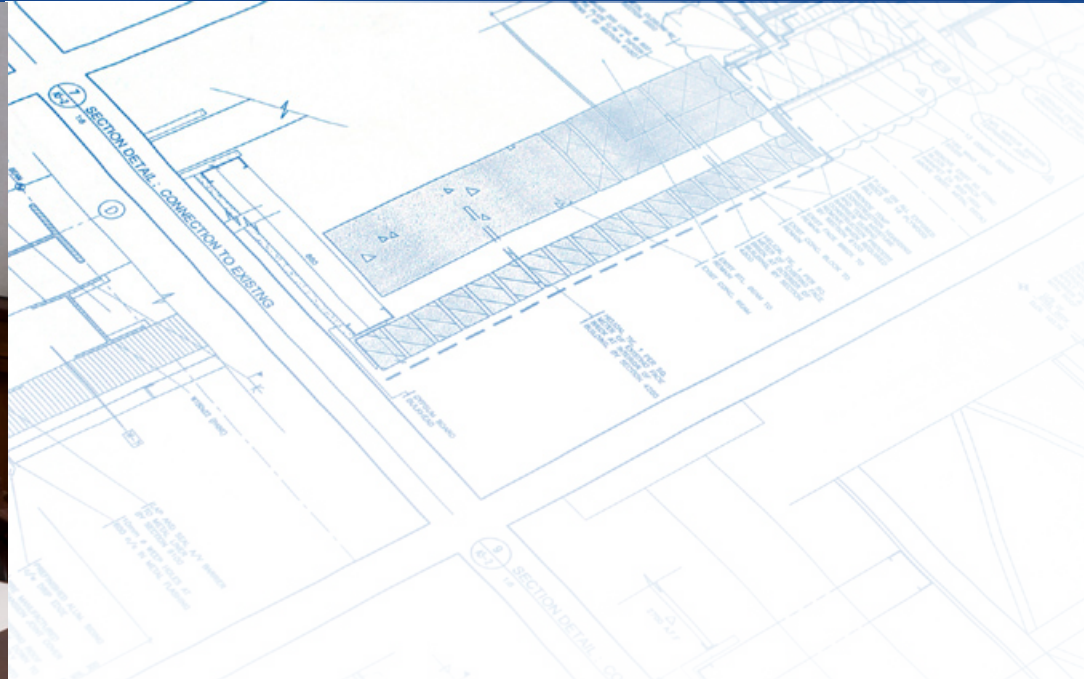
Andrew Lennox knows that today's consumers are more sophisticated than ever before because he's seen their demands evolve over three decades in the industry.

As General Manager of four Humberview businesses, he's tasked with ensuring 220 team members, including the Sales and Service Managers, truly understand Humberview's commitment to serving customers better each and every day. This philosophy starts right from day one with new team members as they join the HG team and are coached by John Esplen, our CEO on the company mission and vision.

**"John takes the time monthly to share our values and our WAY at HG—and this provides an excellent example for our team members to follow."**

To that end, they're giving their staff more space and leading-edge technology with the planned expansion of the 1650 The Queensway location with a massive renovation that will include an additional 8 cars in the showroom, a large café and lounge with all the requirements one needs to stay connected, and a state of the art drive through and carwash that will be free to Humberview Chevrolet Buick GMC guests at all times the dealership is open.

Andrew has had his hand in designing four other dealerships in the past, but the new Humberview is one he is most excited about.

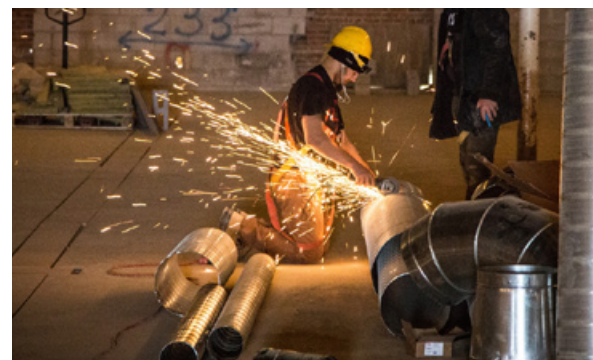


**What are you most excited about at Humberview Chevrolet Buick GMC right now?**

Opening the new facility in the spring of 2017 and seeing exactly how car buyers and, as importantly, our team members, get what they really need and want from the new and renovated spaces.

**How will this project improve the customer experience?**

The new dealership is designed to add value to the customer experience at every step with a focus on improving turnaround time for our customers with an express service. We're really taking it to the next level with new hoists and shop equipment that make our terrific technicians even more efficient and productive to put customers back in the driver's seat more quickly.



The new dealership is set to open in spring 2017



Humberview Chevrolet Buick GMC team

**How has the company's customer-centric approach defined Humberview Chevrolet Buick GMC's success?**

This business has been built on the Esplen family's deep understanding of consumers and of course, a passion for automotive sales and service. Today, that commitment to service and value must also include a real focus on the ever-evolving industry-specific technology.

About 35 per cent of our customers are repeat and referral which certainly indicates we consistently satisfy the people who buy and service their vehicles at our dealership. They obviously love what we do for them or they wouldn't keep coming back for more and sending their families and friends our way.

**Which has more of an impact on Humberview's success –people or technology?**

Technology plays a really significant role, but ultimately, the technology doesn't work without the team we have and the relationships they build and their commitment to excellence. Bricks and mortar don't bring our guests back—it's all about the process of making our guests feel the difference—and see the difference in the way we service and sell them vehicles.

Senior Sales Representatives Steve Turner and Joe Molino have been with us for 40 years and together they and Humberview become part of the family story when you've put the grandparents, parents and children in vehicles generation to generation. That is the success of the business and the team we have in place at Humberview.

GM Technical Service Manager, Karim Shivji, who has been with us for 31 years, has become one of the most senior, respected GM technicians in Canada and is regularly called on by GM as one of the company's top, go-to, experts.

**Why should consumers buy a vehicle from Humberview Group?**

Our most innovative, consumer-friendly policies are the result of our ability to listen to our customers and put ourselves in their position.

Here are just two policies that set us apart:

## 30-day Exchange:

If you don't love the vehicle you drive off our lot, for whatever reason, bring it back to us within 30 days or 2,500 km and we'll exchange it—no questions asked.

## Test Drive from Home/Work/Wherever:

If you want to drive the vehicle around the block at 1650 The Queensway, that's perfectly fine with us but we know that you need to get a feel for this vehicle when you drive the way you do every day.