



UK Toyota Retailers “Number One” For Customer Service In Europe

12 June 2019

Three UK Toyota retailers have been honoured among the best in Europe, receiving Ichiban Awards for excellence in customer service.

The winners of the award – Ichiban translates from Japanese as “number one” – are Helensburgh Toyota (Helensburgh, Scotland), Oakmere Toyota (Northwich, Cheshire) and Harry Feeney Toyota (Blackpool, Lancashire). They were honoured, respectively, in the small, medium and large retailer categories.

Senior executives from the three businesses collected their trophies from Dr Johan van Zyl, President and CEO of Toyota Motor Europe, at a ceremony in Evian, France, last week.

Dr van Zyl praised all the 45 retailers present for their outstanding achievement and stressed the importance of listening to the customer’s voice and creating a personalised experience with every customer who connects with Toyota.

He said: “The customer is at the centre of all our key business decisions. Everyone gathered here today has demonstrated throughout Europe that ensuring complete customer satisfaction is pivotal.”

Gary Mulvaney, Centre Principal at Helensburgh Toyota, said: “Buying a car or even getting it serviced should be a genuinely good experience and we try to make it personal by knowing our customers and their individual needs. However this industry changes, from bricks to clicks, face to face to online, it will always be the warm, personal, people relationships that will make the best stand out from the rest.”

For Oakmere Toyota, the occasion marked an unprecedented fifth Ichiban award. Managing Director Jonathan Jarratt said: “Winning the Ichiban Award for a fifth time demonstrates the commitment and the consistency that all our staff show in putting the customer first in everything we do. Understanding how a delighted customer is central to a successful business is paramount in the way we handle every customer’s journey with us.”

Andrew Harrison, Centre Principal at Harry Feeney, said: “I am immensely proud of every member of the Harry Feeney team, who collectively share this award. Exceptional customer service is our leading priority and we are committed to delivering a fantastic customer experience, ensuring every one of our clients feels we have gone the extra mile to cater for their needs. This award is a testament to our team’s hard work and dedication. They are passionate in what they do and truly live the core values of the Toyota brand.”

Guest of honour at the ceremony was the Toyota-supported Paralympian Tyrone Pillay, from South Africa.

More than 2,500 European retailers compete for the honour to be one of 45 Ichiban winners each year.

Image captions (all left to right):

GROUP SHOT

Dr Johan Van Zyl, President and CEO Toyota Motor Europe, Andrew Harrison, Managing Director Harry Feeney, Jonathan Jarratt, Managing Director Oakmere Toyota, Gary Mulvaney Managing Director Helensburgh Toyota, Matt Harrison, Executive Vice President Toyota Motor Europe, Paul Van der Burgh, Toyota GB President and Managing Director

HELENSBURGH TOYOTA

Dr Johan Van Zyl, President and CEO Toyota Motor Europe, Gary Mulvaney Managing Director Helensburgh Toyota, Matt Harrison, Executive Vice President Toyota Motor Europe, Paul Van der Burgh, Toyota GB President and Managing Director

OAKMERE TOYOTA

Dr Johan Van Zyl, President and CEO Toyota Motor Europe, Jonathan Jarratt Managing Director Oakmere Toyota, Matt Harrison, Executive Vice President Toyota Motor Europe, Paul Van der Burgh, Toyota GB President and Managing Director

HARRY FEENEY TOYOTA

Dr Johan Van Zyl, President and CEO Toyota Motor Europe, Andrew Harrison, Managing Director Harry Feeney Toyota, Matt Harrison, Executive Vice President Toyota Motor Europe, Paul Van der Burgh, Toyota GB President and Managing Director

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