

Motor Market Celebrates 1000th Sale

Cradley Heath based car dealership **Motor Market Limited** reached the milestone of selling its 1000th car this month since moving to its Newtown Lane site 3 years ago.

The landmark sale was a 55 Reg Peugeot 307 1.4S to Miss Margaret Cooper of Brierley Hill and was celebrated by the Motor Market team presenting the proud new owner with flowers, champagne and a meal for 2 at a local restaurant.



Steve Hampton, Motor Market Sales Executive
Margaret Cooper, 1000th Customer
Debbie Parsons, Close Motor Finance

Miss Cooper said 'It doesn't surprise me the success the business is having. I originally purchased a Peugeot 206 from them 3 years ago; it's been great and never let me down. I was really pleased with the value for money and customer service I received. I had exactly the same experience this time and the extra items for being their 1000th sale were a nice added bonus.'

Motor Market specialises in providing quality used vehicles between the £2995 and £6995 price ranges. Partnerships with major finance companies such as Close Motor Finance, Santander and Barclays also ensure they can provide competitive finance wherever it's required. All vehicles are provided with a 72 point pre delivery inspection, 12 months MOT and RAC mechanical warranties.

Owned by local brothers Dean and Adam Bridge, Motor Market is rapidly developing a reputation for first class customer care and after sales support. Adam commented, 'From the outset we have always believed it vital we provide exceptional customer service, we see it as the key factor to help distinguish us from our competition. We are really pleased to now see that more than 70% of our business comes from recommendation, referrals or repeat customers, which is hopefully evidence the approach is working.'

Adam went on to say, 'Don't get me wrong despite the most thorough pre delivery inspections, we sometimes still have problems, just like everyone else,

its inevitable and unfortunately a fact of life with used vehicles, but what I can say with absolute confidence is, we never walk away from a problem and we will always put it right.'

Motor Market has qualified in house mechanics and its own workshops equipped with the latest diagnostic equipment for repairs, service and MOT work; along with branded courtesy cars to keep customers on the road should they be required.

Alongside their commitment to customer service the other key policy that Motor Market always aims to deliver is 'value for money'. The business works hard to keep its prices very competitive and provide the keenest deals available.



Adam & Dean Bridge, Motor Market Directors

Dean commented, 'We were born and bred here in the Black Country, so we understand how people quite rightly demand and deserve value for their money. You will never see sharp suited salesmen, fancy showrooms, leather suites or plasma TV's within our dealership as we recognise these things aren't important to customers when compared to permanently low prices and receiving the best value possible.'

With such a very clear focus on delivering customer satisfaction it's easy to see how Motor Market is developing such an enviable reputation within the Black Country area. Its success has led to the recent acquisition of the ex Crown Works site adjacent to its existing premises, where the additional space will see its stock holding capacity increase to 120+ cars during the early part of 2011.

So with the powerful combination of increased choice, great value and excellent customer service Motor Market looks very well positioned to serve the local used car market for many years to come.