

**CONSUMER
CHOICE AWARD**
2018
NORTHERN
ALBERTA

NORTHERN ALBERTA CONSUMERS MEET WITH... BRETT KNEBEL *from* CROSTOWN AUTO CENTRE

Crosstown Auto Centre is a 16-year Consumer Choice Award winner in the category of Automobile Dealer - Chrysler, in the region of Northern Alberta. The company has been in business since 1954 and is Northern Alberta's leader in providing a complete car buying experience with everything from Chrysler, Dodge, Jeep, RAM and FIAT.



CONTACT INFORMATION:

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WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?

As a customer driven business, it means a great deal to be recognized as the cities best. Our goal is to guarantee all our customers to have a complete car buying experience and also provide the highest level of customer satisfaction.

WHAT IS IT ABOUT YOUR COMPANY YOU FEEL SETS YOU APART FROM YOUR COMPETITORS?

For the past 63 years, Crosstown has been made up of a friendly staff that creates a very comfortable environment. Car buying is one of the largest investments people have to make and our goal is that anyone who steps into our dealership you can leave all your worries at the door.

HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?

An award such as this tells to keep doing what we're currently doing but also to keep on pushing ourselves to continue giving the best customer satisfaction possible.

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?

When I was a child, I can remember Joe, our Dealer Principle who also is my Uncle tell me his story of how he first started working at Crosstown as a lot attendant for four years before becoming a car salesman. He was then promoted as Finance Manager and then Sales Manager and became Vice President for Operations. Hearing his story only encourages me to keep taking risks and learn from mistakes that have and will come.

BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP? Here at Crosstown, our next big step forward is that we have now added the color pink that is now representing our Crosstown colors replacing the color red. Going pink we feel like it gives us a smoother approachability and softens our image as a company.

GETTING TO KNOW BRETT KNEBEL

WHAT I LOVE IN MY JOB... The team atmosphere is definitely what I like the most. We are all family here and everyone is so easy to get along with.

IF I COULD OWN ONE WORD IN MY CONSUMERS' MIND... Honesty

MY BIGGEST SUCCESS IS... Every time we redeliver a container to a customer and they get to move into their new home with all of their belongings, and our work is done in a professional on time manner - we see this is as a success!

DAILY I ALWAYS TRY TO... Never stop learning. There is no such thing as knowing it all.

DURING MY SPARE TIME I LIKE TO... Spend as much time as I can with my family and friends. My mom and dad are two people I've always looked up to and without them I wouldn't be who I am today.