

# 1<sup>ST</sup> CUSTOMER FIRST — AWARD FOR EXCELLENCE — 2017 RECIPIENT



2/10/2017

Dear Jonathan J Gray,

It is with great honor that we are able to recognize Orange Coast Alfa Romeo And FIAT for achieving the 2017 Customer First Award for Excellence.

You are one of only 387 elite dealers from across the United States to claim this achievement.

As the retail automotive marketplace continues to evolve, it is clear that our continued growth and sustainability are dependent upon creating customer loyalty and retention through positive and memorable customer experiences.

Achieving the Customer First Award for Excellence demonstrates your dealership's leadership in the following Customer First Award for Excellence elements:



**Facility Certification** – Facility provides a clean, comfortable environment for your customers



**Performance Measures** – Dealership has achieved highest levels of customer-oriented sales and service goals



**Training Certification** – Employees have received the highest level of required FCA certified training



**Employee Surveys** – Completed to promote the voice of your employees and a customer-driven culture



**Process Validation** – Certified sales and service processes that support excellence in customer handling

Please extend our congratulations to your entire dealership team and take the time to celebrate in the pride that comes from doing everything necessary to be a leader in quality and customer satisfaction...and for putting your customers first.

Sincerely,

**Reid Bigland**  
Head of U.S. Sales

**Pietro Gorlier**  
Head of Parts and Service - Mopar

**Al Gardner**  
Head of Dealer Network Development,  
FCA - North America