

Pursuing opportunity, building success

Anyone who has stepped foot inside the new Abbotsford Chrysler, will quickly realize this dealership has taken huge steps to provide an exceptional shopping experience. The changes are not all completed, with so much more to come, but one quick look and you will see the influence TAG has made in a short period of time.

The Trotman Auto Group (TAG) is a family owned, progressive group, run by the three Trotman brothers who grew up and attended school here in Abbotsford.

Mike Trotman, president and CEO of TAG, is part of the organization's commitment to make car buying a fun experience. Their Langley Chrysler store has undergone the TAG 'touch' complete with coffee bar, massage chairs, and a business centre to assure their customers are experiencing a relaxing feel while they shop.

"We want our customers to know they will have a world-class experience in our dealerships," Mike says. We have comfortable, vibrant stores and provide our clients with everything they need to make an informed choice."

Langley Chrysler is the first of five dealerships owned by the Trotman Automotive Group.

It was originally purchased by George Trotman (father) in 1977. At the time, the dealership was a me-

dium-sized operation and all three Trotman brothers Mike, Mitch and Brad, held various duties, from

pursue the automotive industry and ultimately all of them started together, working out of the

Soon after, in 2003, the decision was made to expand their business and an opportunity to purchase

the foundation of our values are determined by us and our valued staff," Mike says. "We create an

That commitment to employees and team members is the cornerstone of the Trotman Automotive

its goals and ensure a win-win situation.

"We're not afraid to try new things," says Mitch. "In this industry, you cannot stand still and you have to be innovative. As a strong and vibrant group, we gain a distinct advantage with access to more inventory and buying power. We carry more inventory than most dealerships and can easily dealer trade without any effort."

"For the longest time, the industry remained the same. That changed a few years ago. We encourage employee feedback from our team that we used and shared within our group. This helped our culture and provided us with the stimulus to continually improve our organization."

"Some of the most successful organizations make mistakes," says Brad. "We're not perfect and mistakes have been known to happen. We empower our team to make decisions and create opportunities to make things right, so our customer keeps coming back. This is something we champion within our teams: to make things right."

The brothers agree that growth is critical and important to their success. "We are very aware of getting too big too fast just for the sake of growth," says Mike. "Any acquisition must be well timed and meet the needs of the company with potential to manage it."



washing cars to selling on the showroom floor.

It was only a matter of time until the three brothers became partners and co-owners of Trotman Automotive Group. Mitch oversees the operations in Abbotsford, with both Abbotsford Chrysler and Abbotsford Hyundai. Brad steers the flagship at Langley Chrysler and oldest brother Mike oversees the group and operations.

The trio did not have any set plans at a young age to

Langley store. It was then that they realized there were to be more opportunities in the industry.

It was not too much longer until the brothers synergy and experienced upbringing took the Langley store to a higher level and reached the top three percent of Chrysler stores across Canada. Their Langley store was recognized by Chrysler Canada as a 'President's Club' which, at the time, recognized the top 20 dealerships in Canada.

Comox Valley Dodge in Courtney arose. In 2008, they acquired the Toyota franchise in Cranbrook and followed up with a 2010 purchase of the Abbotsford Hyundai in the Fraser Valley Auto Mall. Their fifth dealership was Abbotsford Chrysler in 2011, which provided the group with three strong Chrysler stores in B.C. The brothers all agree that the success of their organization is based on their culture.

"Our vision is to lead the industry and

exceptional experience for our customers and try to mirror the same with our employment standards. We encourage fun and recruit positive employees to foster our team culture

Group. The organization has a strategic training process and brings in world class teachers on a monthly basis for professional development. This exercise benefits both buyer and seller,

"We want our customers to know they will have a world-class experience in our dealerships..."

to ensure our passion is spread throughout the ranks."

which in turn provides the dealership the ability to reach

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"Our inspired team will lead the industry by providing exceptional experiences."



For more information: www.trotmanautomotivegroup.com