

BUSINESS SOUTH-EAST

Dealership win feels good

PATTERSON Cheney Toyota staff were jumping for joy after sealing a big win at the recent Toyota dealership awards.

They won six Excellence Awards across several departments and the ultimate dealership recognition – the Toyota President's Excellence Award.

The Cheltenham Road dealership is now recognised as the number one middle-weight Toyota dealership with President status nationally.

Dealer principal Cameron Bertalli said Patterson Cheney Toyota had been delivering huge results in the region, ranking number one in the local market for sales volume.

Mr Bertalli said the dealership had been part of the local community for more than three decades and credited the win to Patterson Cheney's staff longevity and community support.

"We are proud of exceeding our guests' expectations and delivering a superior 'Oh, what a feeling!' promise," Mr Bertalli said.

"This award comes after another big one for the dealership, winning the 2013 Dealer of the Year in 2013 – another prestigious automotive award."

The dealership award also comes hot on the heels of Patterson Cheney being recognised as one of Greater Dandenong's best businesses of the past 25 years at the annual Premier Regional Business Awards.

Founded more than a century ago, the car and truck supplier employs 580 people, has a \$600 million annual turnover and services up to 700 cars each day.



Above: Members of the Patterson Cheney Toyota team celebrate their success at the recent Toyota dealership awards.

153060

Left: Cameron Bertalli addresses the audience at the recent Premier Regional Business Awards.

152843

Business profile



St Kilda footballer Josh Bruce leads the run through the banner.

Footy stars drawcard for dealership

Patterson Cheney Toyota is supporting grass roots football for another big year with the Toyota Good for Footy program with Noble Park Football Club on 4 May.

This is Patterson Cheney Toyota's 11th year sponsoring Noble Park Football Club.

For more than a decade, the Dandenong dealership has provided financial support for the local football club and once-in-a-lifetime experiences for fans to get up close with AFL stars.

This year proves no exception, with Western Bulldogs coach and player Rob Murphy guest appearing for training drills and an exclusive Q and A.

So far, more than 130 local football clubs have benefited from the Good for Footy program, receiving over \$2.6 million between them thanks to Toyota dealers across the states.

This year, Patterson Cheney Toyota promises another big night for the club and supporters.

"We are proud to continue our sponsorship with Noble Park Football Club and to be part of their long-running success, which includes over 161 Grand Finals and 60 premierships.

"It's great to see the club evolve and benefit from our relationship over the past decade," Patterson Cheney general sales manager David [name] said.



St Kilda forward Josh Bruce with young fan Brodie Ferguson. 153129

On the night there are plenty of activities on offer including a dual-lane bungee fun run, bucking footy, haunted house slide, a retro photobooth caravan, plus the chance to run through the club's banner on the night.

The canteen will be open and there is also a sausage sizzle and hot food available on the night.

SEN will be broadcasting live crosses throughout the event.

For more information, please visit www.football-juniors.clubnoble.com.au or www.toyota.com.au/afl/good-for-footy



Winner of six Excellence Awards

Silver Knights Award
Sales Excellence
Guest Experience

Used Vehicles Sales
Parts & Accessories
Business Management

SPEAK TO OUR AWARD-WINNING TEAM TODAY: 03 9215 2200

Patterson Cheney Toyota

200 Cheltenham Road, Dandenong, VIC 3175

Ph: (03) 9215 2200

pattersoncheneytoyota.com.au

LMCT578



Oh what a feeling!