

## Dealer Profile

# Wes Greenway's Alexandria Volkswagen

Wes Greenway / Owner and General Manager



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Whether you're a die-hard Volkswagen enthusiast or shopping for a dependable vehicle, there's one thing for sure. Wes Greenway's Alexandria Volkswagen is the place you want to be. Nestled in the suburb of Alexandria, Virginia just outside the city limits of Washington D.C., Wes Greenway's Alexandria Volkswagen provides its customers unbeatable pricing and even better financing incentives.

“Our dealership offers the complete package – knowledgeable staff, reliable vehicles, and a payment plan that one can afford,” explains Owner and General Manager Wes Greenway. “In a fast paced world like ours, we want you to enjoy the luxury of ownership. Something as simple as a regular tune up is important to the longevity of your vehicle, but shouldn't interrupt your day's normal routine.”

Servicing your vehicle at Wes Greenway's Alexandria Volkswagen is a truly unique experience. Designed with more than 27 service bays, the dealership will ensure your vehicle is performing at its best. With expert technicians accessible even on Saturday, you can schedule an appointment online or book their courtesy shuttle for pickup. While you wait, be entertained by their 50-inch TVs, or plug into a workstation to get caught up on that busy day ahead.

“Keeping customers informed is half the battle,” says Greenway. “Using OneCommand's ‘Overdue Maintenance’ campaign, I can revisit those customers who have not been in to the dealership in 8 to 10 months. This courtesy, phone follow-up tactic is well received and keeps my name consistently top of mind.”

Sales and service figures support Greenway's business approach and have been an effective way to measure his progress in terms of communicating with his customers. This one campaign alone has generated close to \$200K in otherwise lost service revenue.

In just six months, Wes Greenway's Alexandria Volkswagen service department has seen more than 328 vehicles, averaging \$582 per repair order.

Greenway continues, “Through proper, scheduled maintenance reminders, and friendly advice from our sales and service professionals, we keep customers safe and happy while on the road.”

As Washington's largest exclusive Volkswagen dealer and Washington's Volkswagen certified experience standard level II Dealer, every purchase and transaction is given the utmost care and detail it deserves.

Service Manager Peter D' Alessandro adds, “Specials get your attention, but superior service and quality products earn respect. We take pride in our name. Our dealership is here to make sure you have a good time purchasing and owning your Volkswagen.”

Wes Greenway's Alexandria Volkswagen is known for providing all of your needs in one place. The dealership takes every precaution to guarantee only the best quality certified parts are used on your vehicle and customer service expectations are surpassed. If you aren't sold after reading this article, experience it for yourself. That's the Wes Greenway's Alexandria Volkswagen motto.

Greenway closed, “You wouldn't give just anyone your hard earned dollars, so why should we ask the same of our customers? Customers are encouraged to test-drive our vehicles themselves. Drive it and I'm sure you'll be compelled to buy it.”

