

Dealer Profile

Holmes Hyundai

Max Harrod Holmes / Dealer Principal



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For more than a half century, the Holmes family name has been synonymous with vehicle sales and service in Des Moines, Iowa. Known for their dedication to quality service and products, Holmes Automotive Group shows continued growth largely in part to their employees and customers.

"My father, Max E. Holmes, began selling cars in 1948 and made a successful career out of keeping his customers happy," explains Max Harrod Holmes. "He laid the groundwork for the thriving dealership I run today."

Max Harrod Holmes took over the role as dealer principal of Holmes Automotive Group in 1985. Since then, Holmes has continued to expand, now operating Honda and Hyundai dealerships in Des Moines and a Chevrolet dealership in Norwalk. This Des Moines native is a born leader of both his organization's people and city. The Des Moines Register's "2008 Des Moines Man On A Mission" has devoted his career toward making a difference in the lives of many.

"Max has always been willing to lend a hand to those in need," says Michele Stiles, Holmes Automotive Group marketing manager. "As a strong supporter of the Muscular Dystrophy Association (MDA), Max dedicates Labor Day weekend to raising funds for this worthy cause." A number of Holmes employees have also jumped on board, devoting their Labor Day weekends to working at the various events Holmes hosts. It has definitely become part of Holmes Automotive Group's culture.

In September 2009, Holmes Automotive Group will celebrate their 21st Annual Labor Day Sale-A-Thon. To mark this outstanding accomplishment, Holmes will donate \$200 to the MDA with every purchase of a new or used vehicle. Holmes will also offer \$21 oil changes on the Saturday prior to Labor Day, with every penny collected benefiting the MDA.

To wrap up the holiday weekend, Holmes also hosts a one-of-a-kind classic car show with proceeds given to the MDA. To date, the dealership has raised over three-quarters of a million dollars for the MDA.

Max Holmes humbly states, "It's important to give credit where credit is due. Our customers are the real heroes. Each year they come out to support our efforts to raise more funds for the MDA. Giving back is a way to show our appreciation for their many years of patronage."

Holmes Hyundai is a great example of Holmes' conscious commitment to personal detail. Using OneCommand's data segmentation tool and advanced reporting, Holmes Hyundai has experienced outstanding results at the dealership and on the books. As an essential part of making the most of each advertising dollar, they're able to target the exact customer with the Holmes message every time.

Max Holmes explains, "The OneCommand system provides an innovative and cost-efficient means of increasing our share of our customers' service business." Holmes continues, "The reporting tools are comprehensive and allow us to track real time success of each program. We are very pleased with the experience OneCommand has provided."

Holmes in closing remarks, "You can't monitor what you can't measure. If it's one thing you take away from this article and our many years in the business, record your success and improve upon it. Knowing your customer and their buying habits can make all the difference."

