

## Dealer Profile

# Monroe Dodge Chrysler Jeep Superstore



JP Mahalak

Ralph Mahalak, Jr.

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Monroe is known as Michigan's third oldest community. Ralph Mahalak Sr. deemed this quaint town as the ideal location for his new venture, a car dealership. Monroe Dodge opened their doors in 1966, starting with eight employees and a determination to serve the community. Although the dealership faced different economic cycles over periods of time, they continually endured and expanded the product line to include Chrysler and Jeep.

Mahalak's business eventually expanded to a much larger facility and even a greater vision on the west shore of Lake Erie. It wasn't until 1991 that Ralph Mahalak Sr. made the decision to retire and pass the family business, the Monroe Superstore, to his two sons, Ralph Jr. and JP Mahalak.

Over a decade later and years of strong work ethic, the Monroe Superstore prospers as the largest volume full-line Chrysler dealer in the Southeast Michigan and Northwest Ohio. Built on a solid foundation of high quality products and even better people, Monroe Superstore creates the perfect setting for an ideal buying experience.

Co-owner & Sales Director, Ralph Jr. explains, "This is a tough industry. At our store, we aim to provide our very best, every day. Millions of Americans count on us to keep America working. We launched a major campaign with our manufacturing brothers & sisters and customers in mind. If you purchase or lease a new or pre-owned vehicle, you can then purchase a Toledo, Ohio built Jeep Liberty or Dodge Nitro for only \$11,111. These trucks are manufactured only 15 miles to the south of our dealership at the Toledo North Assembly Plant (TNAP). Our customers also have an option to purchase a Jeep Compass or Dodge Caliber with engine produced right here in Monroe County, in Dundee, MI at the GEMA manufacturing facility for only \$13,333. It's better to lose a little now with certain price points, and put automobiles in the hands of Americans, to preserve a trademark (franchised) industry later. We are willing to sell these vehicles at the ridiculous price, up to half off MSRP, to do our part to keep the local economy moving in a positive direction."

Through OneCommand's suite of multi-media solutions, Monroe Superstore is able to provide a comfortable, supportive atmosphere, more personalized toward their customers.

"Mediums like Live Chat allows us to tap into mainstream, offering an instant pulse on our customers. The one-on-one interaction delivers incredible insight into their buying habits and concerns. OneCommand technology allows us to make a big difference in the lives of many," continues Ralph Jr. "Don't underestimate the power of OneCommand. Customer satisfaction has increased tremendously over the years. Using this technology, we are able to take immediate action and communicate effectively. Attitudes are good, people are good, and there are plenty of smiles to go around. I'm not afraid to share my secret weapon."

"Our appointment 'No Show's' have been drastically reduced to less than 3%, since delivering a follow-up, appointment reminder call," says Glenda Hood, Service Manager. "Our personalized emails are well received, even passed around and shared. We collect more than 150 email addresses a month as their preferred method of communication. The email tool is not only a reflection of me and my staff, it greatly enhances our promotions. Not a day goes by that I don't receive an email reply from a satisfied customer."

The Mahalak's strategy is simple. Their philosophy is one of family and community. Their strong commitment to community provides many avenues to prosper through local charity work and community partnerships. Co-Owner & Dealer Principal, JP Mahalak explains, "We support them, and they support us. Through eco-friendly programs such as the parks and recreation clean-up, and our recycling centers, we are able to ensure a better Monroe for future generations to come."

Ownerships' personable style has helped create a foundation for loyal employees and long term employment. Each milestone is celebrated with our extended family both personal and career alike. Given the relatively short midwestern summer, a premium is placed on important family time, weekends are spent with those most important in life, family and friends.

"We believe we have what it takes to communicate with our customers on a more personal level," says Ralph Jr. "We've been accepted into the arms of the community and we owe a large part of our success to Monroe County. Our extended family, the dedicated employees of Monroe Dodge Chrysler Jeep Superstore, are the differentiating factor that sets us apart from our competitors."

