



Mercedes-Benz Canada Recognizes its 2017 Star Dealers

TORONTO, ON – Mercedes-Benz Canada announced today the top ten performing dealers from its national dealer group who will receive the revered 2017 Star Dealer designation. This prominent title acknowledges the achievements of authorized Mercedes-Benz dealerships who have excelled in the areas of new and pre-owned sales, service and parts while posting strong customer satisfaction results during the full calendar year of 2016.

Press Information

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Since the annual program was first created in 1999, the Star Dealer designation has garnered tremendous pride for the dealers who have received it. Conversely, it has allowed Mercedes-Benz Canada to more formally and publicly thank the dealers who have made a remarkable impact on its overall success.

The award-winning dealers (from East to West) are as follows:

Peter Santos	Mercedes-Benz Peterborough	Peterborough, ON
Van Malkhassian	Mercedes-Benz Midtown Mercedes-Benz Markham	Toronto, ON and Markham, ON
Thomas Hiscox	Mercedes-Benz Thornhill	Thornhill, ON
Ken Szekely	Mercedes-Benz Burlington	Burlington, ON
Sylvester Chuang	Mercedes-Benz Oakville	Oakville, ON
Brian Lowes	Mercedes-Benz Winnipeg	Winnipeg, MB
Perry Itzcovitch and Steven Itzcovitch	Mercedes-Benz Downtown Calgary	Calgary, AB
Ajay Dilawri	Mercedes-Benz Langley	Langley, BC
George Taubenfligel	Mercedes-Benz Surrey	Surrey, BC

“Every dealership in our organization has worked extremely hard to help Mercedes-Benz Canada achieve our overall outstanding results in 2016, including being top luxury manufacturer for the third year in a row. There were however ten dealerships in particular that truly distinguished themselves and as such, we are delighted to award

them the 2017 Star Dealer designation,” said Brian D. Fulton, President and CEO of Mercedes-Benz Canada. “I congratulate them but more importantly wish to thank them for their role in being the Best of the Best. Not surprisingly, this year we put a more elaborate focus on the Customer Satisfaction component and I am delighted to say that these ten dealers most definitely rose to the challenge.”

About Mercedes-Benz Canada

Mercedes-Benz Canada is responsible for the sales, marketing and service of the Mercedes-Benz and Mercedes-AMG passenger vehicles, Mercedes-Benz Vans and smart. Headquartered in Toronto, Ontario, Mercedes-Benz Canada Inc. employs approximately 1,500 people in 21 locations across Canada. Through a nationwide network of 11 Mercedes-Benz owned retail operations and 47 authorized dealerships, Mercedes-Benz Canada sold 48,320 vehicles in 2016. This represents the best year ever for the company and has positioned Mercedes-Benz as the top luxury manufacturer in Canada for the third consecutive year.

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Further information from Mercedes-Benz is available on the internet at:

www.media.mercedes-benz.ca