

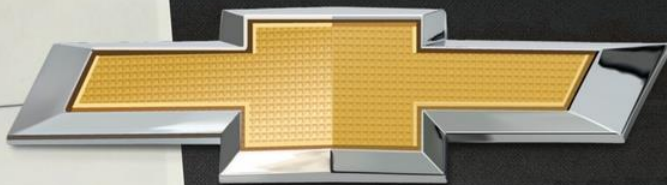


# Driven to Deliver Outstanding Guest Experiences

*@bergstromauto*



Hello



**1982**  
**Neenah, Wisconsin**

Automotive

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**2017**

**Largest Dealer Group in Wisconsin  
Top 50 Dealer Group in the U.S.**

- **1,600 team members**
- **\$1B annual sales**
- **20,000 guest interactions  
each week**

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# 34 Brands. 30 Locations. One guest experience.



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# Driven to Deliver

**Aaron Rodgers**  
Green Bay Packers



@bergstromau



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## **Our Quest & Mission**

*At Bergstrom Automotive, we will strive to be the recognized leader of guest service through the commitment to treat everyone like family.*

 Bergstrom Automotive

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# Bergstrom Values

## 1. Greeting

Personal and warm greeting with every guest and team member

## 2. Name

Use the guest's name with to show sincere interest

## 3. Positive Attitude

Display a positive and upbeat attitude with guests

## 4. Undivided Attention

Provide undivided and exclusive attention to all of our guests

## 5. Responsive Listening

Provide personal service by intently listening to needs

## 6. Respect Time

Communicate clearly with every guest and respect their time

## 7. Thank You

Say "Thank You" and invite every guest to return to the dealership

## 8. Hero

Deliver memorable experiences and exceed expectations

## 9. Race Shop Clean

Keep all facilities as clean as possible at all times

## 10. Celebrate

Appreciate and celebrate the positive successes of each other

## 11. Pride

Take pride in our team, our company and ourselves

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# Recognized Excellence



# #Bpride

BERGSTROM AUTO GROUP INC. AUTOMOTIVE

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# Giving Back



Bergstrom Automotive

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# The Digital World is Here!



**Help Me Faster!**



**Know Me Better!**



**Wow Me Everywhere!**

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# The Digital World is Here!

## 18.2 Number of digital properties in the shopping process

**71%** Shoppers who use their mobile devices

**63%** Consumers who expect a personalized experience

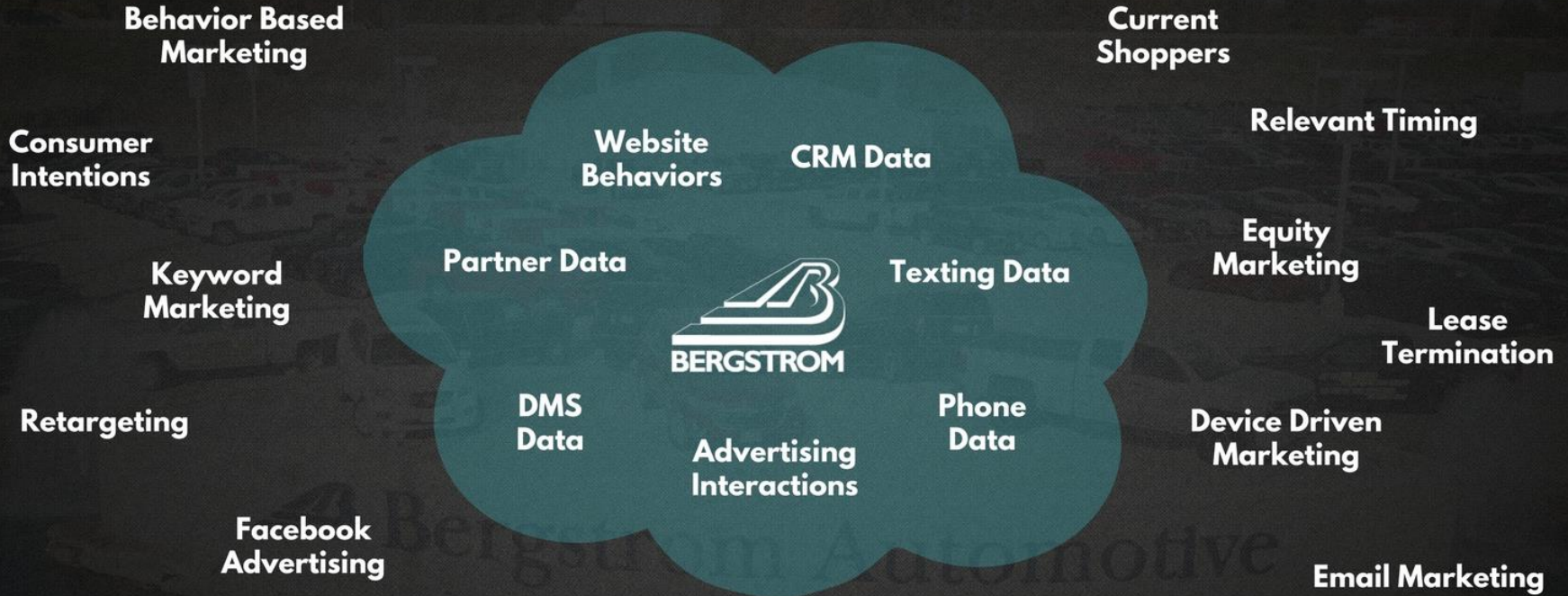


*According to Google*

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# Understanding & Leveraging Data



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# Delivering Outstanding Experiences

Invest in people and culture rather than things

Create joy in your team so they'll care and respect

**Respect**

General Brands

Amazing Brands

**Caring**

General Commodities

Flash in the Pan

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**Create a sense of  
genuine caring and  
support**

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**Create a sense of joy**



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**It's about loyalty, almost beyond reason**



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**The internet is not  
transforming retail.**

**Our people, and  
the experiences  
they're delivering,  
are changing retail.**



*@bergstromauto*



