

## Mercedes-Benz Customer Stories Not Included in the Book

*The following customer stories were shared by Mercedes-Benz enthusiasts we interviewed as part of the research for the book. Unfortunately, we didn't have enough space in the book to include everything they shared, so we are including their experiences here for your reading pleasure. Thank you to everyone who took the time to talk with us!*

### Service Stories:

I have all my maintenance and repairs done at the Mercedes dealership. I've always been totally satisfied with whatever they do. Any telephone call, they follow up with you. It's very professional service. They pick the car up and deliver it back to the house when being repaired or for routine maintenance. There's just no problems. I don't have to get my wife to drive me – that's a timesaving for both of us. It's all very people oriented. It really is Dale Carnegie to the max.

*- John R. Modric, Professional Pianist*

One time there was a little crack in my windshield. They just replaced it. It wasn't under warranty. My car was seven years old. They just did it. They said never mind don't worry about it. Here's a loaner. Come back at such and such a time.

*- Sandra Eliga*

I live almost 100 miles from the dealership. My service tech has picked my cars up, serviced them, and brought them back to me. My salesman has done the same. He's given me his car to drive. I can't imagine any dealership treating me better than what these folks have.

*- Kerry Klepfer*

The service experience is very personal. The advisors all dress in suits. When the service work is finished, they come and get you. They don't just make an announcement on a PA system to say your car is done. They come look you up and sit down with you and tell you what they've done.

*- Ronald D. Ross*

I've had my Mercedes since February 9, 2013. And what I am continually pleased and surprised by is the high level of service that is continuous and pervasive to the whole organization. I had a little tiny accident with the car – someone ran into it with a grocery cart – they took care of that. I took the car out there, they said when it would be done, they called you, they checked, they made sure it was right. And the one-year checkup on the car; they contacted me, they scheduled for a time that was convenient for me, they gave me a loaner car. It's that kind of care and attention all the way through. They learn your name and when you come in, they greet you by name. That is hard to find today. Many places I go or customers go and you are an inconvenience. They are doing what they want to do and that has not been the case with my Mercedes. They stop what they're doing, they take care of you and that has been pleasing and a surprise to me.

*- Dr. P. Michael Nordberg*

My car had some kind of leak and I had to take it in a total of three times to resolve the problem. The first and second times they couldn't find anything wrong. I would come in with paper towels I had used to mop up the fluid that had leaked onto my garage floor. The third time they were able to find something. They had to take a lot of the car apart including removal of the inner fender. They took me into the service area when the car was apart and they showed me where the problem was. They did fix it. They said they had to remove a belt and a water pump. They had to do quite a bit of work. But because it was under warranty I was very lucky. They were kind enough to show me where they finally found the problem. Then they did resolve it. I never had a problem with that again.

*- Mrs. Donna Pompeo*







**Loaner Car:**

My new CLA 250 began to kind of shut itself off to protect itself although the engine would still be running. The car has all this accident prevention radar on it and it wouldn't feed because it was thinking it was into an accident. I Googled the problem on line and found Mercedes-Benz message boards where other customers were having the same problem. I took the car to the service department and described the issue. The service manager told me the symptoms I was experiencing matched a bulletin they had just received from the factory explaining a defect in the car. He said the bulletin included a checklist for finding the problem. They gave me a loaner car – another CLA 250 – and I tooled around it in for 10 days while they worked on my car. I got my car back three weeks ago and it's now running smoothly.

- *Randy West*

The service department at Beverly Hill Mercedes is amazing. I took my car in for a regular planned service call. They gave me a loaner car much nicer than the car I brought in for service. It was a brand new E-Class. Not only was it a nice gesture, but it also was a great marketing tool for someone almost done with payments on the current car.

- *Steve H.*

One time they didn't have a loaner car available. So they drove me to some private loaner company in Santa Monica to get a car. They just took care of it.

- *Sandra Eliga*

**mbrace:**

mbrace has been great! One time I was driving to work and the car died. It turns out it was the fuel gauge. I had no gas but I did not know that. I called mbrace and the tow truck came in a reasonable amount of time. We used it another time when my husband was on the Westside highway in New York, hit a pothole, and had a blowout. We called and Manhattan Mercedes came out to change the tire for him. It was great peace of mind.

- *Mrs. Donna Pompeo*

One time I had a problem when I was on the road. I was visiting a friend and had a tire just go bad. It got torn by something in the road. I called the 800 number for roadside assistance. I couldn't believe how fast they were there. It was on a Saturday evening. They were there in 15 minutes – changed the tire. Took care of everything. All of my Mercedes-Benz experiences have been satisfying.

- *Jay Borden*

I have such a comfort level knowing help is just a button push away. I once had a tire problem at 1 o'clock in the morning and they came immediately. I didn't have to sit on the side of the road trying to figure out who to call. You are not stranded. Their response time is incredible.

- *Carin Henderson*

We had a blowout when we were going through some construction here in Indianapolis. It was around midnight and I wasn't about to get out to try to change a tire. I pushed the button. They answered immediately and I told them the situation. They knew right where we were – we didn't have to tell them. They said they'd be along in about 20 minutes. It turned out it was a little longer than that, but what I liked about it was that about 15 or 20 minutes later they called and said they wanted me to know they were going to be a little longer than they anticipated. They wanted to know if we were okay and weren't in any danger. I found that very reassuring. Another time, we were on a road trip and I was driving our C-Class, which just stopped running. It was late at night and I pushed the button to call for help. The people from Mercedes-Benz of Dothan, Georgia were out there shortly to assist. The service on the road has been everything they said it would be.

- *Dr. Wendell F. McBurney*

**Aftercare:**

I am very impressed with the aftercare. For example, you get complimentary car washes for as long as you own the car. That is a wonderful service. And in Minnesota, with all our salt and spray all winter long, not only do they wash the outside, they come in and wipe off the console, the dashboard, they rinse off the floor mats, they vacuum the interior. It is a tremendous service. This is the best thing since sliced bread. If I choose to get my car washed on a weekend, it's on a first come, first served basis. But during the week it is by appointment. So if I want my car washed at 10:00 in the morning, and I bring it at 10, they take it at 10. Always on time. And I'm out of there by 10:30. While I wait I can go to the lounge and they have coffee, the Keurig machine, a variety of soda, water, cookies, Mercedes merchandise to look at. It's a very pleasant area to wait.

- *Dr. P. Michael Nordberg*

The salesman spent a good hour just going over all the features of the car and showing me everything. I would say I've never had that kind of detail or treatment from 25 cars that I've bought before that my entire life. All different kinds of brands and makes. It was a great experience.

- *Mr. Paul David*

**Great Purchase Experiences:**

I bought my car from a dealership in Florida that is a two-hour drive from my home. The dealership delivered the car via truck to my house and put less than 2 miles on the new car. I was delighted they didn't add the miles to the new car and delivered it to me directly, even though it was time-consuming and costly for the dealer.

- *Gus Corbella, Director of Government Law and Policy, Greenberg Traurig, Tallahassee*

My salesman sat down and we had a conversation. We talked for about 15 to 20 minutes and worked out a deal. That was a Monday. On Wednesday, he brought the car out to my house. I live in a gated community and at delivery, he also set up the gate and garage door controls. I don't know how he managed to do that without asking me any questions. But he set it up so I could use the controls under the mirror to get in the gate and get in my garage without even using the remote controls I already had.

- *Ronald D. Ross*

My husband had back surgery and I had been driving SLKs for a long time. And part of his back was fused with screws and rods. So part of him doesn't flex anymore. He couldn't ride in these SLKs. So I got a C-Class, which wasn't really me. It was fine. It just wasn't really what I wanted. We happened to be up at the dealership for whatever reason but took a look at an SL they had. I was leasing the C-Class and I couldn't buy a certified pre-owned car with nine months left on my lease. They went through all their books and looked online and found a program so I could go from the lease into a new SL that wouldn't bother my husband's back. It was certainly the sweetest car I've ever owned. I was flabbergasted that they were able to work the deal. Everybody was happy all around.

- *Nancy Rece*

Mercedes-Benz of South Charlotte has one person who does nothing but delivers cars. He knows all the ins and outs of cars. He's available because you can't possibly remember everything when the car is delivered. That's Fred. He is the most personable guy I have ever met. We had a good time going over this car. I've never had a delivery person before. So, I got Fred again when I replaced the car. That was quick delivery because nothing much had changed in a year. What a great benefit to the buying experience and what a great ongoing resource!

- *Roger Loewenheim, Carolina Section MBCA*













When I decided to buy an E-Class, I gave a list of options I wanted on the car to my salesman Juergen at World Wide Motors in Indianapolis. I told him I could wait until a car with those options became available. A couple weeks later he called and said he hadn't found exactly what I wanted but did have a car coming in with one or two additional things not on my list. We made arrangements for him to hold the car while it was being cleaned up. I went over and bought it. That's the sort of thing that endears me to him and the operation over there. They don't try to sell me something that's sitting on the lot; they sell me something I want to buy.

- Dr. Wendell F. McBurney

My husband and I hosted a Car Club event at Mercedes-Benz of Westchester. We bought about \$100 of Mercedes-Benz merchandise for door prizes and the parts manager at the dealership donated another \$100 Mercedes-Benz merchandise. The dealership also provided this awesome lunch at no cost to our Club. Afterward, the president of the dealership came out and talked to us and we mentioned the Club was not going to reimburse us for our expenses, but that was fine – we had hosted the event and we wanted it to be nice. He got very upset at that and said the dealership would reimburse us for what we had spent. We told him that wasn't necessary, but he insisted. So, he made what turned out to be a not good experience for my husband and I personally because of some other things that went on – they made it a great event in spite of these other things – donating all those gifts, concerned that we put money out of pocket, and then the meal that they provided was just unbelievable.

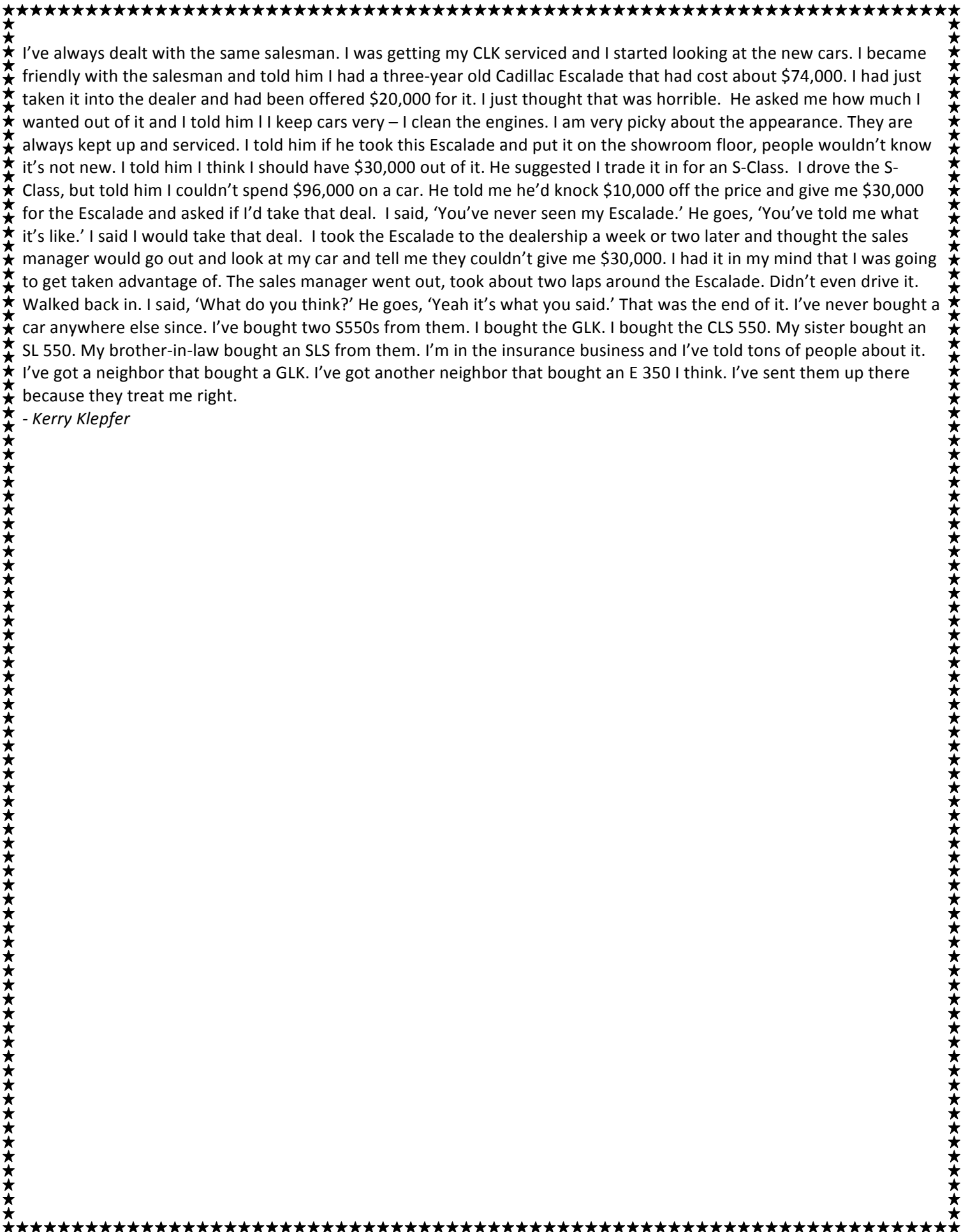
- Nancy Rece

We have had so many good experiences throughout the 30 years we've owned Mercedes-Benz vehicles. I have had some experiences with them that are not so pleasant, but the good ones really surpass the unpleasant ones. So today I am still with Mercedes. Even when I have bad experiences and I've had a few, I get upset momentarily or for that day and then I think oh come on let's not go to wild. It's a wonderful, professional group of people that you literally can learn to depend upon. They stand by us like family. They take care of issues. They take the stress out. They come with better solutions than what I expected. I don't want to forget that type of kindness and service and generosity. You find very few employees that will go that extra step to accommodate a client. I have been very lucky. The bad experiences I just blow off to the side and think nothing of it after the anger wears off. The good moments are so powerful that they overcome the bad moments.

- Niky Xilouris

We have developed a 20-car relationship with Euro Motor Cars Germantown over the past 10 years. When we moved here from Louisiana, I needed a replacement key for my ML. We stopped at the dealership and a gentleman by the name of Larry, one of the sales people, walked out and met us in the parking lot and introduced himself and said, "What can I help you with?" and "What can we do for you?" We had to order the key, but we left with a brand new COK320; that was car number one. And we have bought nineteen more after that one. Regardless of what you need and what you're looking for and what your price point is, if there's a way they can make a dream happen, they certainly do. If the front end delivers one thing, the back end of the dealership has to follow up and that being the service department, parts department, all the people that are in between, finance folks, it's got to be a complete package. And we've been privileged for a little over ten years now to have been customers with them to the point of they're like family.

- Michael J. Viator



I've always dealt with the same salesman. I was getting my CLK serviced and I started looking at the new cars. I became friendly with the salesman and told him I had a three-year old Cadillac Escalade that had cost about \$74,000. I had just taken it into the dealer and had been offered \$20,000 for it. I just thought that was horrible. He asked me how much I wanted out of it and I told him I keep cars very – I clean the engines. I am very picky about the appearance. They are always kept up and serviced. I told him if he took this Escalade and put it on the showroom floor, people wouldn't know it's not new. I told him I think I should have \$30,000 out of it. He suggested I trade it in for an S-Class. I drove the S-Class, but told him I couldn't spend \$96,000 on a car. He told me he'd knock \$10,000 off the price and give me \$30,000 for the Escalade and asked if I'd take that deal. I said, 'You've never seen my Escalade.' He goes, 'You've told me what it's like.' I said I would take that deal. I took the Escalade to the dealership a week or two later and thought the sales manager would go out and look at my car and tell me they couldn't give me \$30,000. I had it in my mind that I was going to get taken advantage of. The sales manager went out, took about two laps around the Escalade. Didn't even drive it. Walked back in. I said, 'What do you think?' He goes, 'Yeah it's what you said.' That was the end of it. I've never bought a car anywhere else since. I've bought two S550s from them. I bought the GLK. I bought the CLS 550. My sister bought an SL 550. My brother-in-law bought an SLS from them. I'm in the insurance business and I've told tons of people about it. I've got a neighbor that bought a GLK. I've got another neighbor that bought an E 350 I think. I've sent them up there because they treat me right.

*- Kerry Klepfer*