

Holloway Motor Cars of Manchester, your authorized Mercedes-Benz Dealer

By DONNA W. MARTIN Progress Writer
Photos by JODIE ANDRUSKEVICH

In 1996, partners Paul Holloway and David Cushman opened Holloway Motor Cars of Manchester, a premier dealership offering new, certified Mercedes-Benz vehicles.

The company grew and two years ago, purchased and renovated the adjacent commercial property, opening Holloway Motors Cars Pre-Owned. Renee Vargas, Business Development Manager, explains, "At this location, we offer quality used cars consisting of non-certified Mercedes-Benz and other makes and models backed by Holloway, a name people have come to trust."

However, the growth did not stop there and, in December 2011, Holloway Motor Cars opened HMC Auto Sales of Salem, a second pre-owned location on

N Broadway offering vehicles ranging in price from \$3,000 to \$30,000. Don Campbell, the General Manager, worked as the General Sales Manager for Holloway Motor Cars and now brings that same level of customer care to pre-owned market. You can view their inventory at www.hmcautosales.com.

Over the last year, Holloway Motor Cars of Manchester underwent extensive renovations. Upgrades included enlarging the showroom and service area and adding drive through service bays allowing their clients the convenience driving inside to avoid the inclement weather.

Unlike most dealerships, Holloway Motor Cars of Manchester offers concierge service in the service area where



customers are greeted by friendly staff and ushered to their destination. They pride themselves on offering a family-friendly atmosphere where consumers, vendors, and employees feel right at home.

"We are in the relationship building business -- we just happen to sell cars to do it," Renee explains. "Many of our customers have been with us for 17 years, purchasing several vehicles and are now starting to send their children and grandchildren our way. Here at Holloway, you become part of the family and a friend to your sales and service associates."

Holloway Motor Cars

of Manchester does whatever it takes to offer more convenience to their clients, such as shuttle services and loaner cars. Renee says, "We offer convenient pick-up and drop-off services as well as complimentary loaner fleet vehicles for our clients to utilize while their Mercedes-Benz is in for service."

The service department boasts a full complimentary lounge serving snacks and beverages, such as cupcakes, muffins, breakfast items, coffee, soda, and water. Also available are free Wi-Fi services and a private business area for clients who want to work in privacy while their

vehicle is being serviced.

All technicians employed at Holloway Motor Cars of Manchester are Mercedes-Benz certified, ensuring state-of-the-art customer service and repair.

Holloway Motor Cars always offers a wide variety of specials, so Renee encourages clients to check the website regularly for special rates, sales and new service coupons.

"Right now, we are running 10% off manufacturer's suggested retail price on all 2011 demos, which equals a significant savings to our clients," she said.

Customer appreciation is serious business at Holloway, recently

celebrating their eighth annual "Ski for Free day".

Renee said, "We invite our entire clientele and their families to ski for free for the day. We pay for their lift tickets, provide them with a free lunch and entertainment, and have a free raffle where they can win great prizes."

In addition, they enjoy giving back to the community, supporting the Manchester Little League, Manchester Pop Warner Football Team and numerous non-profit organizations.

For more information, visit www.benzcars.com or call 603-669-6788.

