

CORPORATE OVERVIEW

BK MOTORS GROUP

EXPERIENCE AND PASSION FUELLED BY A DETERMINATION TO BE
'THE PREMIUM AUTOMOTIVE ORGANIZATION IN ONTARIO'

Entrepreneurial, innovative and forward-thinking are among the words that describe Waterloo Region, a former farming community now lauded as Canada's Technology Triangle.

The same can be said of B-K Motors Group whose humble beginnings as a Fina gas station on Erb Street present an extraordinary contrast to the Jaguar, Land Rover and Volvo dealership located at 533 King Street North, Waterloo – a dealership where luxury goes hand-in-hand with state-of-the-art technology.

"We've certainly evolved since 1973," says B-K's President and Owner, David Kassik, of the business founded by his father, Helmut, whose initial focus involved the service, not sale, of cars.

That focus quickly encompassed selling premium vehicles with the company's acquisition of a BMW franchise in 1974 and Volvo franchise in 1976 that, in turn, necessitated a new facility at Regina Street and University Avenue featuring a three-car showroom and four service bays. Subsequent milestones included the dealership's approximate six-year affiliation with Mazda, a move to a larger, more modern facility beside the Waterloo Inn which has since seen several expansions, the addition of a Land Rover franchise, David Kassik's 2001 purchase of his father's business, the eventual sale of the BMW-side of the organization and, in 2007, the introduction of Jaguar brand to complete the evolution.

Of his dealership's current product mix, Kassik has this to say: "The brands we represent offer exceptional value, luxury as well as sophisticated technology which is a good match for this region because we're in the

company of RIM, Open Text, MKS, the universities and other high tech organizations that have put our region on the map."

Dan Wightman, B-K's Fixed Operations Manager, agrees. "These companies are taking our community in a whole new direction and, in a way, we are, too, with the types of vehicles we offer."

Among the technological highlights noted by Kassik and Wightman are Volvo's 'City Safety' collision avoidance feature and 'adaptive cruise control' as offered by Land Rover and Jaguar.

"City Safety," explains Kassik, "is an electronic device that stops or slows a vehicle down if the driver gets distracted, helping you avoid a collision. Adaptive cruise control adjusts your vehicle's speed to accommodate for an upcoming car, allows you to pass it and go back into traffic without having to touch the gas or brake pedal. From a technological point of view, these advancements aren't only industry-leading, they're almost mind-boggling compared to what was available just five years ago. It's a very exciting time."

Also exciting is Jaguar's all-new 2011 XJ – available at B-K Motors Group this spring – which Kassik refers to as potentially the most important car launch in Jaguar history.

"It is truly a flagship vehicle recognized worldwide, representing prestige, individuality and innovation. Having weathered a particularly challenging period, it also represents Jaguar's renewed commitment to its brand so we're definitely looking forward to its arrival."

Yet even with their impressive inventory, Kassik and company are still mindful of the main reason behind B-K Motors' success.

"It all comes down to people and the service we provide," affirms Wightman. "We do our best to cater to your needs and make sure you're completely satisfied with your purchase and the service we provide, before, during and after."

"We listen to our customers and genuinely care about their needs and wants," adds Kassik, noting his dealership's concierge-like approach to service, comfortable, kid-friendly showrooms and soon-to-be-unveiled Blackberry and iPhone compatible website as just some examples of above-average customer service initiatives.

"Our clients will have the ability to make real-time service appointments on demand using custom designed software that will integrate with Blackberry and iPhone platforms. This is an automotive industry first. Our goal isn't to be the biggest, it's to be the best at everything we do."

Kassik also notes his company's ongoing community involvement.

"We do our best to give back to the community," he affirms, citing B-K's and the Kassik family's support of various local organizations, particularly the Grand River Regional Cancer Centre.

"This region has been very good to us. It's important to return the favour."

Experience and passion fuelled by a determination to be 'The Premium Automotive Organization in Ontario'



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