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.

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- 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

My husband and I were driving from Michigan to Florida in February – bad weather, cold, snow. We are on I-75 going south to Florida for a little winter break. It's dark, maybe six, seven, eight o'clock at night. Suddenly – at that time I was driving an SL 420 – all the electrical system goes dead. We have no lights. It is very dark. It is very cold. So you have no heat, no lights and you are in the middle of nowhere in Ohio. At this point we really don't know what happened to the car. I'm the type of a person that before I take a trip I take the car to my dealer and I have them check everything – tires, systems, fluids – make sure the car is prepared to be on the road for a few days. We stopped, obviously, because we could not see where we were going. We got whatever emergency flashlights we had in the car and I got on the phone to see if I can call Mercedes Road Service for assistance. In the interim of being on the phone looking for assistance from Mercedes, a truck driver assists us to the first exit and to a gas station in Lima, OH, a small town with not more than 40,000 people. We are at the gas station communicating with Mercedes about what to do and the location of the nearest Mercedes dealer. The person at the gas station says we're not going to find any help tonight because there's a big important basketball game in town and everyone is at the game, so not to expect anybody to come out from that game. Mercedes road service told us there is no Mercedes dealership in Lima, but give him some time to figure something out. Shortly thereafter, he called back and said he found the owner of another dealership – not Mercedes-Benz – at the game and he is willing to come out and help you. That dealer opened his shop, fixed what was broken, and within a couple of hours we are back on the road and looking for a hotel nearby to stay because now it's beyond midnight. In the midst of night, winter, cold with no one around – everything was shut down because of the game. Everyone was at the game – to be able to find another dealer to come to our rescue and repair whatever it was in our car to get us going was – just beyond the call of duty. It just does not happen. Especially, when Mercedes had to impose themselves on another dealer to come out of a very important game to come and help their customer. The influence that they must have is just unbelievable.

- Niky Xilouris

The roads here in New Jersey tend to collapse when it gets cold. It was dark and I hit a pothole. Two days later I noticed a bulge in one of my tires and called my Mercedes-Benz service department. They told me to bring the car right over. They gave me a loaner car so I could drive back to my office, called to tell me I needed to replace three tires and put the new tires on that day. I drove my loaner car back to the dealership, got my car back, which they had also washed, and was on my way. It was painless.

- Carin Henderson

Autohaus:

I purchase and service my cars at the Ray Catena dealership in Madison, NJ. They have a fantastic facility for selling the new vehicles as well as the service lounge. It's very well equipped with Internet and tons of computers and sandwiches, breakfast, pool table, shoeshine. It's great. Plenty of cell phone service. Plenty of spaces to have conference calls so I can still be productive if I am waiting for the car. I walk in. They know who I am. They always greet me with a smile. They are very happy to see me. It's just a great experience. If I decide not to wait, they put me in a loaner car. I'm out the door within 20-30 minutes and on my way. When you are a busy executive, that's what you need. You need people to attend to you and get things done without any complications.

- Charles DeFelice, Founder and CEO, Computer Management Group

I've always had good service at Mercedes-Benz, but the facility in the beginning was bare bones. It was a service facility. You had to find parking and if there were a lot of cars coming in for service, parking was a little bit tough. You went in and there was a desk and they took your car. They've revamped the facility and the process now. It's like a valet service. You pull up and they take your car. And the facility is beautiful. It's really wonderful. I can bring my laptop in. They have WiFi. They have coffee and refreshments if people want. They have flat screen TVs. Sometimes I wait for an oil change rather than leave the car because I can get more work done there in peace than at my desk. It's really quite comfortable.

- Carin Henderson

There's nothing but spotless cleanliness at World Wide Motors in Indianapolis. You can go in there and everybody's got their uniforms on, they look like professionals, they welcome me. It may be the finest kind of welcoming in a retail operation I've had anywhere and it's that part of what keeps drawing me back. The cars are fine but I have the temptation to look elsewhere once in a while when I get to the end of my 3- or 4-year ownership. But dealing with Mercedes-Benz and World Wide Motors is like dealing with people in an operating room where things are just run efficiently and clean and it's very reassuring. That's why I always go back.

- Dr. Wendell F. McBurney

Online Technology:

Just in general, you can do everything online – you can set up the appointment, they will email, text, or call you to confirm, once you are there you are treated the way you expect to be treated, you deal with a service advisor, they make sure you get home whether it's a loaner car or their shuttle service. It's everything you would expect from a car dealer that you rarely get from a car dealer.

- Alexander Blastos

Mercedes Benz comes out with these unbelievable things every year that make the car so much better, so much safer, so much easier to drive. But that means that many customers call me to ask questions about the new technology. When it's too hard to explain on a call, I tell the people to go to the YouTube videos, which do a great job of explanation. - Steve Kempner, President of Kraft German Auto

I view the online videos to get hints on the features in my car. I'll see something that I didn't realize was even available in my vehicle. The car has so many great features. It's really a nice online tool.

- Carin Henderson

I'm a really easy customer. I build my car online. I walk in. I hand my salesperson the piece of paper. She calls me when it comes in. We can fool around with price a little bit but basically I know what I'm going to pay.

- David Lynn

Dealings with Mercedes-Benz Corporate:

My wife and I have owned 22 Mercedes-Benz. The only vehicle that ever had a problem was a new 2012 CLX550. From day one it was a problem. I had battery problems, defective sensors, faulty audio speakers, all these things — which is terrible. I'd not had that experience with Mercedes before. I decided to get rid of the car and made a deal to trade in the car for another car of the very same year and model, hoping it wouldn't be a problem. And it wasn't. Some weeks later, out of the blue, I received a sizable check from the dealership. The sizable check was in some measure compensation for all the trouble and also for the loyalty. That's my WOW story because I don't think that ever happens. If it does happen, it's quite rare.

- John D. Ely

My first Mercedes was a 2008 C300. I still have it to this day. There was a bit of a rattle from the dash since Day 1 and every time I took the car in for service, I mentioned the noise. They couldn't find the problem. I was just about to get rid of the car because I couldn't continue to drive it with this consistent rattle in my ears and tried one more time. The service advisor went for a drive with me and she listened. She put her ear to the dash and she said she could hear it. They kept the car in the shop and found that the navigation unit was loose. They replaced it. The car was not in warranty anymore. Mercedes Benz stepped up to the plate – they split the bill with the dealership. Each paid half of the cost. That was my understanding. I think to do something like that was pretty remarkable.

- Alan Hill

We told my son Michael we would purchase the car of his choice when he graduated from college with respectable grades. In 1998, not only did he graduate with respectable grades, but he graduated in 3.5 years with the highest honors in computer and electrical engineering. So it was time to buy him a car. He had the choice to select whatever he wanted at the time. He selected a CLK. Since he was moving to Austin to take a position there, we arranged for him to order the car directly with the dealer in Austin. Our family went to Austin to meet Michael when the car was delivered seven months later. He was very excited and showed us a CLK they had on the floor, pointing out that it was similar but wasn't the right color and didn't have all the options he had ordered. We had wired the money and were eagerly waiting to see the car. The sales representative came out and said his car was the one we had been looking at on display. Michael's face dropped. I never saw my son having such a sad face. We were somewhat devastated because it was his first experience, his first car. I wanted so badly for everything to be absolutely picture perfect. He was really upset. We spoke to the general manager who basically said that was the car that came in and we could take it or leave it. We left the dealership greatly disappointed. We had never had a bad Mercedes-Benz experience so I decided to call the corporate office. I was transferred to a Mercedes-Benz USA representative named Paul. He listened to our ordeal very, very carefully and said, 'Give me an hour and I'll call you back.' Within the hour Paul called back and it was the brightest moment ever. Paul offered to let Michael drive the CLK that the dealer brought in for him while they ordered the car in the correct color and with the correct options Michael had selected. He said he would try to expedite but it would still be four to six months before the new car would be delivered and at that time, Michael could trade the car he was using for the new car regardless of how many miles he put on the car. And there would be no monetary transaction upon trade. We were so happy. Michael was so happy. Paul was so kind – I will never, ever forget it. Michael drove that car for a little less than six months and put on over 3,000 miles. When the new car came it, he went in to the dealership, exchanged keys, and drove away. I will never ever forget the professional liaison and the customer experience that was extended by Paul. To me it was beyond the call of duty. I never expected that. Paul stepped in and really took over and just made the most beautiful experience for all of us and especially Michael. It really gave me a further confirmation to my belief in the brand.

- Niky Xilouris

I've had some dealings at the corporate level regarding service issues. There was an issue with the sensor for the keyless entry on an XL and there was something wrong with a clip for the shoulder seatbelt on an SL I owned. The service advisor didn't want the cars tied up for days while they tried to repair these minor issues, so he went the extra mile and contacted corporate. In both instances, the corporate office gave him the go ahead to order replacement parts so I wouldn't be inconvenienced by long repair times without my cars. In another case, I had an emergency brake problem and a caliper had to be replaced. I asked the service advisor how they could replace only one caliper and said I was going to call corporate. He said, 'Let me make some phone calls before you make some phone calls." They ended up replacing all 4 calipers. Going that extra mile is important. And that's exactly what you would expect with that level of car.

- Alexander Blastos

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 possible 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

MBUSA Advisors – Online Community:

As a member of the Mercedes-Benz Advisory committee, I am able to put my name in for various giveaways. I received an email last night from Ms. Jenni Harmon at Mercedes-Benz that I won tickets to the 2015 Consumer Electronics Show, which will be held in Las Vegas! In addition, I will be joining the Mercedes-Benz entourage as a VIP guest at Dieter Zetsche's keynote address at the event!

- Darryl B. Dalton

I enjoy the online community. I respond to their questionnaires. I have received tickets to fashion week and the AMG driving school. It's a great community – really it's kind of fabulous.

- Alexander Blastos

I enjoy the online community. We've had some conversations with brand managers and there have been some VPs and other notable people in the Mercedes-Benz organization that join some of the chats to talk with the community and get information.

- Mr. James Hall

I do the online surveys. I like the fact that they want feedback on different things. I've provided that on many occasions. I've made suggestions for changes for some of the systems. And I feel like they've listened to my suggestions. For example, on some of the earlier vehicles I purchased, I suggested some changes and when it was time to look for the next vehicle, the items I suggested were there.

- Jay Borden

I commented on the online community site about four or five months ago and then wrote that I hoped somebody from Mercedes reads this because it was a gripe and I hoped it could be taken care of. The next day I got a call from Mercedes USA in New Jersey and they wanted to go over what my gripe was and why I was dissatisfied with what I printed. We talked for maybe 30 minutes. The guy was very nice. He gave me his number and said if I ever have a problem I can call his office direct and they'll take care of it.

- Mr. Patrick Osweiler

I'm a tennis player and Mercedes-Benz sponsors the US Open, so I'm always trying to get the tickets they offer through the online community. My sister won two box seat tickets to the Open two years ago and it was fabulous! We couldn't believe where we were sitting! And since Mercedes-Benz sponsors the event, everyone with a Mercedes gets free parking any time during the tournament. That also is a great perk!

- Carin Henderson

Mercedes-Benz Cares What the Customers Think:

This summer two engineers from Mercedes-Benz came to my house and videotaped my wife and me talking about what we liked and disliked about our S-Class and about Mercedes-Benz in general. They showed us some pictures of S-models that they're looking at for 2020. I was really impressed that Mercedes sent two people out to the house to do an interview. They were getting feedback from people who own the cars to see what they like and what they didn't like. That's pretty interesting that they would set something up like that. They were going to present the audio and video to their superiors to show what the Mercedes-Benz car owners think about the cars and the company. I've never seen that from any other car dealer or manufacturer. I was impressed. My wife was impressed. The following week they sent a thank you note and a \$200 gift card for our time, which was very nice, but unnecessary. I thought it was worthwhile and enjoyed sharing my thoughts and experiences.

- Mr. Patrick Osweiler

First Experiences with Mercedes-Benz:

Growing up I spent a lot of time in the car driving to doctor appointments because I have a brother with special needs. We'd have to drive 30 miles to see the doctors and along the way, we passed a Mercedes-Benz dealership. I remember being little and driving by and seeing the cars in the windows. I always said I was going to have one. That's how I started. All through my adolescent years and young adulthood, I was really passionate about Mercedes as a brand. I read every newspaper — I read every word that was printed about Mercedes Benz and their cars and their culture. It became my hobby. It's just something I'm still very passionate about from a consumer perspective. I love being on the cutting edge. I tend to special order my cars with every option under the sun just because I like to see the new technology. I believe the things you see on a Mercedes that are unique, ultimately have trickled down to the general automotive market over time. I think to be an innovator and a leader and a prognosticator of automotive design and innovation is what Mercedes stands for. So I've now wound up buying two cars from that dealer we passed on the road when I was growing up. I've bought two of the cars in the window.

- David Lynn

I have always loved Mercedes Benz. When I was eight years old, I collected Mercedes matchbox cars. My parents would say who is she? Where is she from? I still have two of those matchbox cars.

- Sandra Eliga

My wife and I went into the dealership just to look around and the general manager, Andy George, came up to us and introduced himself. He had such a great approach – bringing us into the situation, making us feel comfortable. Within a few weeks, we purchased a car. We did not intend to. But his professionalism and his style – he was someone who was such a professional front for Mercedes and that inspired us. If this is the representative of this company, then this is a good company. A solid company.

- John R. Modric, Professional Pianist

Emotion Behind the Brand:

I tell customers there's nothing in the world like driving down the road and looking out across the hood and seeing that star. Because that's the symbol that you've got the best car in the world and it's a feeling that no other car can give you. - Pat Evans, Service Manager, MBUSA

I just had the tires rotated at the dealership yesterday. The service guy asked if I wanted the car washed. I said, I always want you to wash the car. When I know it's clean I can go wax it again. I've had this car for about a year and I've waxed it 15 times. Every time the car is clean, I lay another coat of wax on it because I am in love with it. I protect it. I get to touch it and feel it. I still don't enjoy washing a car and who would want to wax it? But I enjoy it. It's smooth. It's totally unspoiled. I've managed to avoid car dings. I waxed it again yesterday. Not that it needed. This car is such an asset to my emotional health.

- Randy West

We took a road trip through the Finger Lakes, down through Maryland, and into the Smokey Mountains. And driving along the Blue Ridge Parkway in a Mercedes-Benz with scenery around you and looking through that 3-pointed star on the hood. That's what Karl Benz and Gottlieb Daimler wanted people to do; and it's just remarkable. I can't describe it. We have a picture taken through the windshield of the three-pointed star. What can I say?

- Mr. David Thorne

Relationship with Service Advisor:

I've had a relationship with Todd, my service advisor, for 10 years. Every time I bring the car in, it goes to Todd. That's just the way it works. I've built a trusted relationship with him. I've owned my car for 10 years and it has 170,000 miles on it, so when I take it in for service, there's always something that needs to be fixed. Todd has always been extremely honest with me; I trust him to tell me which items need to be fixed immediately and which can wait. I trust Todd...that is the thing that is different about Mercedes. They get to know you as an individual... This thing is just a wonderful machine. At one point, they hired another service advisor as they do from time to time. Basically they took everybody's book of business and split it up and gave the new advisor some accounts. I went in one day and they told me I was going to be with the new guy. I said, 'No, I go to Todd.' They said they had moved things around. I said, 'No, I go to Todd.' It was this visceral reaction because all of a sudden they were taking this relationship away from me.

- Mike Figliuolo, Managing Director of thoughtLEADERS, LLC

Ethics/Trust in the brand/loyalty/brand ambassadors:

I started my relationship with Daimler Benz about 54 years ago. I had purchased a one way passage to Germany to attend an intense language school at the Gertz Institute with the intention of studying at a university over there. After I completed language school, I ran out of money. I met a couple on vacation at a local restaurant. It turned out this fellow worked at Daimler Benz in Stargard. During our discussions they learned of my plight and suggested I come to Stargard and apply for a job at Daimler Benz. Which I did. I worked in the engine plant for a couple of years and bought an old, rundown, beat up 1952 170 Mercedes. That's how I became familiar with the brand. Fast forward to more current times. I've owned 22 Mercedes Benz vehicles over the past 55 years.

- John D. Ely

I've been buying and leasing Mercedes since 1993. I've deviated a few times to other brands. I always end up coming back. Reason #1 obviously I like the cars. I like the way they drive. I like the way they're built. The way they look. In addition, every time I've considered a competitor's car I take into account the whole sales and service experience. I've always found Mercedes to offer a more comfortable setting and more service-prone experience both in terms of the purchasing and then in the servicing. Specifically, for example, the whole purchasing process – the fact that you deal with the salesperson and the salesperson can discuss with you your options and pricing and what-not, directly at his desk. I find that to be a huge convenience compared to other situations where the salesperson really has no control in terms of pricing or even giving you a quote. He has to go to the finance manager or the sales manager to get numbers and then come back to the desk. That whole process to me is very drawn out. A big waste of time as far as I'm concerned. That is one of the factors that influences me as far as choosing Mercedes. In terms of service, two things – one, the fact that the service intervals are every 10,000 miles as opposed to other brands where the required oil change is every 3,000 miles or 4,000 miles. And the fact that they offer a loaner. For the most part, I'll call today and they'll be able to schedule something for next week with a loaner car. Even if it's just for routine maintenance – the convenience to be able to go in and just drop your car off, get another car, then come back in the afternoon and your car is done. You are never without wheels. That I think is also a very important to me. The general attitude of all the service departments that I've used whether it's been Manhattan or Greenwich or White Plains, there's a high level of courtesy and real effort in terms of the service advisor and the receptionist and really making you feel "special." Which obviously I don't get from other dealerships. I think the people working there are better trained and even the service areas are better organized. For example, the dealership in Greenwich, they have, in the morning, breakfast from a good café, espresso. That kind of stuff you don't get elsewhere. At the end of the day, you are not paying a huge premium in terms of price, in terms of cars BMW verses Mercedes or Audi. Especially, if you lease the cars, the difference is minimal. So it really boils down to what else besides pricing.

- Mr. Cesare De Novellis

I'm a retired school teacher. So I'm not a millionaire but when I buy my car, I drive it off the lot with about eight miles on it. And my first check I start saving for the new one. So every month I put aside money – don't touch it for anything. I save for seven years, every month. I got a new car a few months ago and I've already started saving for the next one.

- Sandra Eliga

It's comfortable at Mercedes-Benz. I feel like they are going to take care of me. They understand what type of customer I am. And that I'm a loyal customer as long as they're loyal to me.

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- Len Barbato, Mercedes Benz Owner

This is another trust point. I had a battery issue one day. It was not cranking over. I called my trusted service advisor. I said, 'I need a battery. I'll come in.' He told me to call Mercedes Mobile Assist instead. He said they would come out and check the battery and if wasn't working, they would replace it. I said, 'Sure, that will save me some time.' He said it also would save money – if I were to take the car in to be serviced, they'd have to charge an hour of labor and for the battery and equipment. But with Mobile Assist, they would charge only for the installation of the battery. It was a \$70 difference. That is why I trust my advisor. So, when he tells me I have to spend \$1,300 on an item, I know I will do it. It's those small actions that get my interest and make me trust in my advisor and in the brand.

- Mike Figliuolo, Managing Director of thoughtLEADERS, LLC

I'm always pleased by the ethics at Mercedes-Benz. For example, we had an older ML and a rear spring was broken. We had a conversation with the service advisor – what's the car worth and did it make sense to replace this part since it would cost \$2,000 and the car was 8-9 years old. They told us if the ride didn't bother us, the car would be fine for the foreseeable future; it wasn't a repair that had to be done immediately. They could've easily said it needed to be replaced. That's that kind of relationship that's made the difference. It's a completely different approach than I've had at other places. Another example – my first Mercedes was ten years old when I got it and one of the rear window motors broke. I was in college and I didn't want to spend the money and it was a rear window I never used anyway. We discussed it and they said they could disconnect the motor so the window would just stay up all the time. That was a great solution for me. It's those little things that makes a great Mercedes-Benz experience. We had the exact problem on an Audi we purchased later – the rear window motor went out. I told Audi I didn't want to spend the money for repair and asked if they could rig it so the window would stay up. They said they couldn't do that. Mercedes-Benz has a willingness to work with you to find a solution.

- Mr. James Hall

The typical lease term on my cars has been two to three years. When I was looking for my current car, my salesman Cliff, gave me the lease pricing. But he also offered an incredible deal for a four-year lease. He cut my lease payment considerably because he worked to get me a deal that was slightly different than what I had asked for. But he offered it because it was such a good deal for me, even though he knew Mercedes-Benz could make more money by giving me exactly what I had asked for. That's why I'm loyal to Mercedes-Benz. They understand that loyalty is a two-way street. - Jay Borden

I bought my first Mercedes in my late 20s at American Service Center in Virginia from a fellow named Frank. I loved that car. I moved from DC to California and decided to ship the car. I thought okay, how hard is it to get my car from DC to California? Bottom line, it took almost three months. The only reason it got there was because this very, very sweet salesman, Frank, who had sold me the car more than a year earlier, offered to help me. I called him out of sheer desperation. I said, 'Frank, I need someone in Washington or nearby to just sign for the car being picked up' and he helped me out. It was so immensely kind. When you meet people like that who really embody the brand values and the principles, it's such a memorable experience. You don't forget it. You don't take it for granted because there is so little customer service or regard for brand. So many employees today don't really live the brand or embody the brand the way they ought. Of course, I bought my next car from Frank too.

- Cindy (Cid) Szegedy, MBA, Digital Marketing and Brand Strategist

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 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