



# Editors' CHOICE

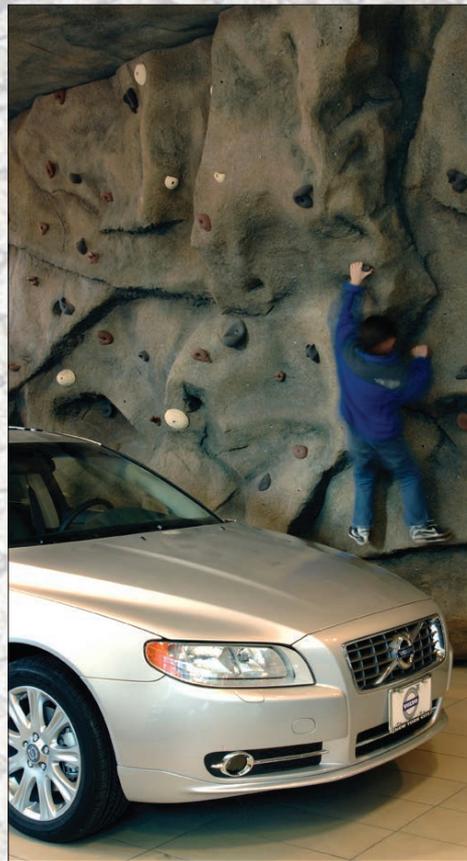


## Manhattan Automobile Company

MANHATTAN AUTOMOBILE COMPANY ([www.manhattanauto.com](http://www.manhattanauto.com)) is a premier retailer in New York City. In 2002, Gary Flom, President and Chief Executive Officer, was first to recognize the importance of the retail facility image and its correlation to the dealership's ability to meet its clients' expectations and thus completed a \$15-million redesign with the express goal of complementing its customers' lifestyles to perfection. The showroom's intricate design and features, which were innovative for that time, started the renovation trend in Manhattan's Automotive District. A few of the acclaimed features include a rooftop off-road test track for Land Rovers, the indoor climbing wall in the Ford Outfitters showroom, and amenities such as Café 11 with Starbucks coffee and a business center for customer use.

In addition to the facility redesign, Manhattan Automobile Company embarked on and completed a comprehensive transformation that included a review of its processes, personnel, technology, and training. These updates have achieved unprecedented levels of convenience for the sophisticated Manhattan clientele and have resulted in significant business performance improvements.

"It is much more challenging for us to design a flagship facility and then to develop advanced processes to present a uniquely individual experience for our clients when unlike our competitors on 11th Avenue, we represent multiple brands under one roof and cater to a diverse client base," explains Gary Flom.



Clients will appreciate the array of products and services offered, from the vast selection of new vehicle inventory to the finance and lease options, readily available parts, and complimentary pick-up and drop-off of vehicles for service. Manhattan Automobile Company is equipped to handle every client's need.

Flom's attention to detail has paid off. When he took the helm at the end of 1998, the company's rank in overall customer satisfaction was nearly at the bottom 10 percent of the competitive group. By the year 2000, that ranking jumped to the top 10 percent. Over the next eight years, total sales revenues increased 227 percent, P(L)BIT increased by 82 percent, and unit sales volume by 200 percent, including a double-figure percentage gain during the recession year of 2001. Last year, Manhattan Automobile Company reported a 55 percent growth in sales and the company was recognized as the national and northeast region sales leader.

Flom has shifted the auto purchase paradigm for the world's most discerning and sophisticated customers – New Yorkers – and has transformed the way they shop for luxury and sport/utility vehicles. Under Flom's leadership, Manhattan Automobile Company has become Manhattan's largest volume automotive retailer. ●

*Gary Flom, President and CEO, Manhattan Automobile Company; Manhattan Automobile Company headquarters and showroom building on 11th Avenue in New York City; the showroom; a Starbucks coffee shop and a rock-climbing wall, both features of the luxurious Manhattan Automobile Company building (counter clockwise from upper right)*

