

SCOTT ELLIOTT MIKE BEZZOUBKIN



What He's Wearing:
Jacket: Savile Row
Shirt: Mondango
Jeans: 34 Heritage

What He's Wearing:
Jacket: J. Grill
Shirt: Bugatchi
Jeans: 7 Downie St.

At Amherstburg Chevrolet Buick GMC, teamwork and a deep commitment to customer service are what drive dealer principles Scott Elliott and Mike Bezzoubkin.

Although they didn't know each other before they started working together seven years ago, the pair instantly hit it off, becoming friends and eventually partnering to purchase the dealership in 2016.

Since then, the industry veterans have made it their mission to create a welcoming atmosphere, using their combined expertise in sales and service to ensure an unmatched customer experience.

"Both Mike and I are very accessible at the dealership for anyone who comes in," says Scott. "We're here; we meet with the customers often and are available to talk any time."

"A lot of times you find that customers don't have access to business owners freely, and it creates a wall," echoes Mike. "We make sure our customers know they can always talk to us."

Scott started in the industry 36 years ago as a service advisor, eventually becoming a general manager. Mike began his career as a salesperson in 2004, quickly working his way up to sales manager.

With Scott's background in fixed operations and Mike's in sales, the two owners complement each other and play off each other's strengths. It's no wonder the dealership was a 2019 GM President's Award winner, the highest award presented to dealers.

"Us working together works really well because we have the whole dealership covered with expertise in sales, management, and service," notes Scott.

That solid foundation has allowed the dealership to thrive, despite ongoing COVID-19 restrictions.

"We continue to get a lot of referral business," says Mike. "Business has been steady throughout and we adapted the new safety measures very quickly."

By following the General Motors Clean Dealer program, the dealership has worked hard to keep both customers and staff healthy throughout the pandemic. All employees wear masks and follow social distancing protocols, hand sanitizer is readily available throughout the showroom, and all vehicles are thoroughly cleaned and sanitized after service work and test drives.

"Inventory has been moving VERY quickly," says Scott. "General Motors has a really strong product line with some of the new models like the new Corvette, the Yukon Tahoe, and the new trucks. They're in high demand."

"Used cars have picked up as well," adds Mike.

"We're very fortunate; because we have a higher rate of sale, we generally have more inventory to begin with," says Scott.

Translation: because they sell more cars, they have more in stock. Definitely a plus for drivers looking for a better selection.

Though sales and day-to-day operations keep the team quite busy, they always find time to support their hometown and various local charitable causes.

The dealership has organized the Ed Jovanovski Charity Golf Classic over the past 3 years, raising over \$150,000 for breast cancer research through the Canadian Cancer Society and over \$10,000 for Windsor Minor Hockey, where Jovanovski played as a child. The money goes toward families who need assistance keeping their kids in sports.

Although this year's event was postponed due to COVID-19, Scott and Mike are looking forward to the 2021 tournament next July.

They're happy to support many beloved community events as well, including the River Lights Winter Festival, Amherstburg Ribfest, and the Amherstburg Christmas parade. As big hockey fans, they also sponsor the Amherstburg Admirals.

"It's very important to us to give back," says Scott.

The pair is extremely proud to be a part of the town of Amherstburg and is grateful for their team and the people that continue to trust the dealership for all their sales and service needs.

"We attribute our success to our incredible community and to the best staff in the business," says Mike.

"We'd really like to thank everyone for their continued support," says Scott.

Mike and Scott invite you to discover Amherstburg Chevrolet Buick GMC for yourself! Visit them today at 432 Sandwich Street South or learn more at www.amherstburggm.com.



Story by Jennifer Brignall-Strong. Photo by Pat Scandale