

CHAMBER MEMBER SPOTLIGHT

Tell us about Newberry Family Motors.

"Newberry Family Motors is a fully certified Ford Dealership. They sell new Ford vehicles as well as previously owned vehicles of different brands. Their service department employs a service manager, 5 technicians, a parts manager, and a detail specialist. In their office, they employ a general manager, an office controller, a full-time salesperson, and a finance manager."

What got you interested in the automotive industry?

"The building we are currently located in has always been a dealership. From the early 1930's to present day, it has always been in the automotive industry. Most local residents will remember it as Vanlandingham Motors, but ownership changed in March of 2008, and we became Newberry Family Motors. We have a general manager on staff full-time, Alec Harnden. He is involved in all aspects of the business. Alec has been in this field for over 20 years having been owner/operator of a dealership in a different community before coming to Kingman."

What makes you stand out from other dealerships?

"First and foremost, we are honest, reliable, and we want our customers to have the best service and buying experience possible. We want the customer to know they are in control and that we are here to help and not pressure them during the buying process. We keep any added fees during closing at \$99.00 no matter what the customer is buying. We are very competitive in pricing with dealerships in the surrounding counties."



Since starting the business, what has been your biggest win? Your biggest challenge?

"Being able to adapt to changes in technology of the vehicles has been a challenge. In today's new vehicles, everything is a touch screen—from the climate controls, to reading the owner's manual. Our staff has had to take countless classes to learn how to use these technologies as well as teach customers how to use them and our service department has had to learn how to work on these systems should a problem arise. We have also had delays from our manufacturers with new vehicles, ordering, and getting parts. This has been a big challenge the last couple of years. Customers who want a new vehicle have to order and then wait for a longer than normal period of time. We share the frustration when our customers are excitedly waiting for that new vehicle to arrive. Our service department has also had challenges with getting vehicle repairs done when parts take days or sometimes weeks to arrive. Or sometimes, parts are on backorder. We do our best to accommodate our customers in each special circumstance."

What are some goals for Newberry Family Motors?

"Just like any business, we thrive when we are busy, supported, and utilized by customers. We hope to continue to grow locally and continue to bring in customers from all over the state and beyond. We are very involved in our community and would love to have the opportunity to assist our local Kingmanites with their vehicle buying and servicing needs."



KINGMAN
Area Chamber of Commerce

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