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FALL/WINTER 2015

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WHAT IS RFID TECHNOLOGY?

Radio-Frequency Identification (RFID) is the use of radio waves to read and capture information stored on a tag attached to an object.

Mercedes-Benz Burlington (MBB), a division of Quantum Automotive Group (QAG), has once again revolutionized the client experience in the world of luxury automotive retail. The team at MBB is known for their innovation and forward thinking, and their recent advancement is the perfect example of this. The brand has partnered with US-based company MyDealerLot (MDL) to implement Radio Frequency Identification (RFID) technology into their facility making them the first Canadian dealership to use this advanced technology.

IMMEDIATE RECOGNITION

This addition to the already impressive Burlington dealership will allow the team at MBB to recognize their clients immediately upon their arrival. At most dealerships, a great deal of time is wasted while clients explain and re-explain to various employees the reason for their visit. MBB's RFID technology will allow for real-time client recognition. As soon as a client enters the dealership the RFID "tag" that has been placed inconspicuously on the client's vehicle, will alert all relevant departments to their arrival and provide them with the client's name, appointment, service needs and/or preferences. This eliminates wasted time and allows for more valuable and meaningful dealer-client interactions. MDL has ensured 100% client privacy with no RFID tag carrying any personal client information.

STAY INFORMED

This new technology also enhances the experience clients receive when servicing their luxury vehicles with Mercedes-Benz Burlington. The RFID "tag" helps both clients and MBB staff track the progress of any service that is being performed on a vehicle at any given time. This benefits the staff by allowing various departments to be mindful of how much time they have left for their portion of the service cycle and it gives clients the convenience of knowing exactly when they can expect their freshly washed and serviced vehicle to be ready.

"Our implementation of advanced RFID technology represents, definitively, our commitment to making Mercedes-Benz Burlington a lifestyle destination and to redefining the entire concept of 'modern luxury' in a dealership setting," explains Ken Szekely, President and CEO of MBB.



From Right: President and CEO Mercedes-Benz Burlington Ken Szekely, Founder and CEO MyDealerLot George Cresto, General Manager Mercedes-Benz Burlington Owen Tseng.

For more information visit Mercedes-Benz Burlington,
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