

FOR IMMEDIATE RELEASE

## **TOYOTA CERTIFIES TWO CARSTAR COLLISION CENTRES IN HAMILTON**

**Hamilton, ON – JANUARY 22, 2014** – Becoming a Toyota Certified Collision Centre is a strong partnership for a collision centre. It establishes a level of quality, service and trust that reflects the Toyota brand. It has therefore been a momentous and humbling process for two CARSTAR centres that have attained the Toyota Certification.

CARSTAR Hamilton Gage, sponsored by Red Hill Toyota Scion and CARSTAR Hamilton Rymal, sponsored by Upper James Toyota, have both become Toyota Certified. Both the Toyota and Scion dealerships are part of Parkway Motors Hamilton family.

The brothers Tony, Sam and Remo Mercanti who own the collision centres consider it a significant accomplishment that both of their locations received this certification. “We are certainly grateful and excited at the same time for the opportunity to professionally serve Toyota customers,” says Tony Mercanti.

“We were aware that the CARSTAR brand is a sought after brand in the Hamilton and Halton area and in creating this partnership we knew we wanted to work with the best,” says Ilya Pinassi, Vice-President of Operations at Parkway Motors Hamilton. “After doing a tour of the facilities with Tony, Sam and Remo, we felt more than comfortable partnering with them, so we recommended it to Toyota Canada.”

Becoming Toyota Certified requires an intensive process to ensure that only top centres are selected. After a recommendation is made to Toyota Canada they perform reviews that look at processes, material waste and client satisfaction to capture an overall picture of how a client’s repair is handled from start to finish.

“We are really appreciative of Ilya’s recognition in recommending us to Toyota,” adds Tony Mercanti. “This third party accreditation and approval not only creates consumer confidence, but also shows appreciation for all of our employees who are dedicated to hard work and continuous learning.”

The teams at both CARSTAR Hamilton Gage and CARSTAR Hamilton Rymal are committed to outstanding levels of service and quality workmanship, making them two of the most referred to collision repair centres in Hamilton. They have been serving the Hamilton community for over 50 years and they look forward to the opportunity to serve even more customers as a result of this certification. Parkway Motors Hamilton, who have been serving Hamilton for over 30 years, are a perfect partner as both family owned and operated companies share similar values.

“This is a great partnership we have built with Toyota Canada and Scion Canada. Throughout the process of being certified we knew this collaboration was based on their shared values with CARSTAR,” says Jeff Moriarty, Regional Development Manager for

CARSTAR for Hamilton, Halton, Niagara. “Both companies have a strong family orientation which means every client matters.”

Toyota Certification has only been achieved by a small percentage of collision centres across Canada, making this a great accomplishment for CARSTAR to start of 2014.

#### **About CARSTAR Collision & Glass Centres**

CARSTAR is the largest and fastest growing automotive repair franchise in North America, with over 400 locations. Founded in Hamilton, Ontario in 1995, CARSTAR Collision & Glass Centres has grown from eight to over 190 locations throughout 10 provinces. Within Canada, CARSTAR repairs approximately 100,000 vehicles per year, with exceptionally high customer experience ratings. In 2013, CARSTAR was recognized as one of Canada’s 50 Best Managed Companies. For more information, please visit: [www.carstar.ca](http://www.carstar.ca).

- 30 -

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