



CASE STUDY

Jim Gilbert's Wheels and Deals "Canada's Huggable Car Dealer"

Location:

283 St. Mary's St. Fredericton, NB.

Contacts:

Bill O'Toole - 506-459-6837

Products and Services:

Car dealership and Service Bay

Date of Case Study:

March 11th 2009

Achievements:

Rarely if ever does a car service center say "make yourself at home while we change your oil" and you can actually do just that! Jim Gilbert's has made of his service center a bona fide destination, with laptops, game consoles for the kids, popcorn, and luxurious leather loungers; and the whole while pushing the automotive industry's environmental standards to a whole new level!

Ironic perhaps that among Green Shops' highest scorers sits a car dealership, but factual non-the-less. The team at Jim Gilbert's, lead by Bill O'toole has succeeded in addressing many of the issues that have traditionally given the automotive industry a "dirty" appearance. Issues such as oil and other contaminate run-off via poor water drainage systems, or a high generation of scrap metals and a poor recycling management program to contend with it. Jim Gilbert's Wheels and Deals took it even further, they heat their entire complex with recycled oil from the service bay, they clean with environmentally certified cleaning products, and they offer environmental alternatives to their clients such as the reconditioning of equipment when possible. In addition to all that, Jim Gilbert's also performs California standard BAR 90 smog testing on EVERY vehicle they sell!

Needless to say, Jim Gilbert's Wheels and Deals has topped our charts with an outstanding 47 credits. They are altering public perception of an industry that desperately needed a facelift, and simultaneously informing people that they can demand more environmental responsibility from their car handlers. Congratulations Jim Gilbert's on setting the standard!