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## **PRESS RELEASE**

### **For Immediate Release**

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## **Nissan of Chesapeake Leads the Nation in Customer Retention**

Chesapeake, VA— The All New Nissan of Chesapeake ranks first in the Nation for customer retention. Since its doors opened in October 2010, it has been full speed ahead for the Dealership, located on Battlefield Boulevard, led by familiar community staple, Mr. Dan “the man” Banister.

Throughout the Country, Nissan dealerships are ranked in four categories; overall retention, first year retention, in-warranty retention and out-of-warranty retention. In each category Nissan of Chesapeake scored high but totally out-ranked every dealership in the first year retention category.

Ryan Hall, Operations Manager at Nissan of Chesapeake commented: “We’re thrilled with such fantastic results which is certainly a demonstration to the excellent level of service we offer from the start of the customer journey here at Nissan of Chesapeake.”

Nissan of Chesapeake has a strong sale to service handoff, making sure to cover all aspect of the car buying experience as well as creating long lasting customer relationships. Offering the lifetime oil change and inspections also gives them a leading edge; however, Nissan of Chesapeake takes it a step further by partnering with CarServiceBids.com which allows customers to name their own price for maintenance and repairs.

“Overall retention, according to Hall, is the best indicator of service loyalty, and 1<sup>st</sup> year retention is a key performance indicator in regards to customer retention.” Hall further states that, “We are looking forward to another hugely successful year by providing our customers with state-of-the-art quality service in every area of the dealership.”

For more information, please contact Ryan Hall at (757)274-3672 [ryanhall112@cox.net](mailto:ryanhall112@cox.net).

*Nissan of Chesapeake has the largest new Nissan inventory, from the small, fuel-sipping cars, to family sedans, mini-vans, sport utility vehicles, sports cars and big truck. Serving the Chesapeake regions, Nissan of*

*Chesapeake is the best place to shop for new or pre-owned Nissans and used cars. Nissan of Chesapeake is located at 930 North Battlefield Boulevard.*

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