



FRONTIER SUBARU

A SERVICE-FOCUSED DEALERSHIP

The simple philosophy of the “customer is always right” has been the driving force behind the success of Frontier Subaru. The family-run dealership opened for business in 1998 as the culmination of a dream of Marcel and Val Thompson.

General Manager and VP Denise Thompson recognize the loyalty of their customers, and that’s due to the sense of security that comes with owning a Subaru. “Because of the unique capabilities of the full-time

symmetrical All Wheel Drive, it gives them so much confidence driving in our Manitoba winters. Also, the accident avoidance of All Wheel Drive can’t be understated. We have a customer base such that we enjoy a great deal of repeats and referrals — they are very loyal customers,” she says.

Frontier’s committed and qualified staff has more than 75 years of combined experience. Salesperson Kristine Kostiuk started with Frontier 13 years ago. “Being a smaller dealer-

ship allows us to go above and beyond customer service expectations. We are strongly committed to the utmost service before, during and after the sale.”

And Frontier is a service-focused dealership. “It’s more important to me that most of my energies are focused in the service department, because that’s the most important part of our customers’ ownership experience,” explains Thompson.

WHAT’S IN STORE

You’ll find a huge selection of new 2011 Subaru models and used Subaru Certified Pre-Owned vehicles.

Extensive lineup includes the Tribeca, Impreza, Forester, Outback, Legacy, Impreza WRX and the Impreza WRX STI.

If you’re already a Subaru owner, Frontier’s Subaru Certified Technicians can provide the Genuine Subaru parts, accessories and quality service your vehicle deserves.