



Frank Leta Honda,
in O'Fallon,
and
Frank Leta Acura, in
South County,
are a short drive
from West County.



Frank Leta extends Preferred Customer Program to West County

Things that go bump in the night can send many a child crawling deeper beneath the covers. But for adults, there is nothing more frightening than things that go bump under the hood.

Vehicle repair can be expensive and frustrating, and for anyone who has ever been "taken" by a dishonest or unqualified auto service shop, the fear and apprehension are magnified. When one does find a trustworthy facility, finding the time for vehicle service can pose a challenge.

The best way to limit the expense of repairs is to drive a vehicle that consistently receives top scores for reliability and to have routine maintenance performed. Because creating the time to receive vehicle maintenance can be difficult, Frank Leta offers the Preferred Customer Program, now available to those in West County.

To better serve the Honda and Acura owners of West County, Frank Leta is offering all residents open enrollment into his exclusive Preferred Customer Program. Normally reserved for customers who purchased from either Frank Leta dealership, the program provides hundreds of dollars in annual savings through complimentary benefits such as pick-up and delivery service within West County, service loaner vehicles, road hazard protection, roadside assistance, alignment checks, car wash and vacuum with each service, and a 10 percent rebate on all service purchases to be applied to the next vehicle purchase.

"Our Preferred Customer Program is designed to enhance customer service and make vehicle ownership more convenient"

Frank Leta said. "Unlike many customer loyalty programs, ours has a tangible and significant value."

When service is required, it is always wise to trust someone who has expertise specific to the vehicle.

"Our technicians go through hundreds of hours of training to service these vehicles, and we are consistently rated one of the top dealerships for service quality," Michael Brown, general manager of Frank Leta Honda, said.

The Frank Leta Automotive Family also guarantees the lowest price of any Honda and Acura dealer in St. Louis.

"The four tenets of service that people look for are quality, price, convenience, and customer service," Brown said. "In each of these categories, I am confident that we offer the best service experience in St. Louis."

Together, Frank Leta Honda, in O'Fallon, and Frank Leta Acura, in South County, operate nearly 50 service bays.

"Our ability to service Hondas and Acuras at either location makes us extremely convenient for our West County clients. Wherever you are in West County, you are within 15 minutes from a Frank Leta dealership," Steve Brown, general manager of Frank Leta Acura, said. "When Frank opened his Honda motorcycle shop in 1965, his motto was 'customer satisfaction is my most important asset,' and that's still our business philosophy. It's because of our history of exceptional customer service that we've been able to thrive in the St. Louis marketplace for over 40 years."

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