



Nurse Chevrolet Cadillac is Saving Time and the Environment

With the installation of Canada's first EnviroLube system, the team at Nurse has revolutionized the way customers service their car.

January 1, 2011, WHITBY, ONT. — Nurse Chevrolet Cadillac, in Whitby, Ontario is proud to announce the installation of Canada's first EnviroLube system, a revolutionary new technology that will ensure this trend setting dealership respects both the environment and the valuable time of its loyal customers.

Because of its unique design, the EnviroLube system will allow the dealership's award-winning service department to dedicate one entire service bay to the exclusive performance of routine lube, oil and filter work, something that no other shop can offer.

You'll be greeted by the friendly and knowledgeable team who will clean your floor mats, vacuum your vehicle, test the efficiency of your brakes and check your tire alignment — providing you with a computer printout of both results — change your oil and filter, top-up fluids, wash and dry your car and hand you back the keys in 29 minutes flat. Instead of reaching for your third waiting-room magazine, you've only just finished your first cup of coffee, and barely scratched the surface of the morning paper.

Taking their commitment to serving clients on their time to the next level, Nurse is also happy to announce that customers eager to experience this exciting new system for themselves, can do so, not only during traditional dealership hours, but at times that work for them, like early mornings, weekday evenings and all day Saturday.

"Dealers typically expect their customer to fall into their standard service time frame of an 8 to 5 schedule, with no real consideration to the busy schedules of today customers," says Mary Nurse, President of Nurse Chevrolet Cadillac. "We're about to change that for the Durham region for all GM customers. As we always say, it's the little things that count".

While obviously showing a higher degree of respect for your time, by installing Canada's only EnviroLube system the team at Nurse is also showing an industry-leading commitment to environmentally sustainable business practices. According to EnviroLube, the system achieves its eco-friendly goals through a unique, patented design that helps prevent oil, grease, and other contaminants from leaking into the soil. EnviroLube's service bays and crossovers are pre-designed with a built-in grade to help spilled fluids flow to a sump, which in turn are automatically pumped to a remote waste oil tank. Additionally, operators stand and walk on non-slip fiberglass grated walkways that are raised off the deck and above any spilled fluids.

The new service centre, including Canada's first EnviroLube service bay opened January 17th, 2011.

“Nurse Chevrolet Cadillac has steadily served a growing number of customers for over forty years and continues to look forward to change and evolution with the Durham community,” says Mary Nurse. “It would be our pleasure to welcome you to our dealership.”

About Nurse Chevrolet Cadillac

The Nurse family started their business over 40 years ago. Bill Nurse originated the dealership at 300 Dundas Street East in Whitby. In 1968, the dealership was relocated to the current location at 1530 Dundas Street East. In 2001, Mary Nurse, secured approval from General Motors as a Dealer Principal, and has run the business ever since, carrying on her father’s dedication to doing business with trust, honesty and a commitment to customer satisfaction. Until the competition’s end in 2009, Nurse Chevrolet Cadillac was a winner of the General Motors President’s Triple Crown Award on a yearly basis. The award goes to the top 100 Dealers in Canada, based on their performance in Sales Customer Satisfaction Index (CSI), Service CSI, Vehicle Sales Volume and Business Management.

For further information, please contact Dave Duggan, Director of Fixed Operations at 905-668-3304.