

## 2010 Mitsubishi Service Skills Final Winners Announced

*Rewarding excellence in car and customer servicing, Mitsubishi announces the winners of the annual competition.*

December 22, 2010 (FPRC) -- Mitsubishi Motors Australia Limited (MMAL) has announced the winners of its annual service skills competition, held recently at the company's South Australian head office.

The Mitsubishi Technician of the Year title was claimed by Michael Vella from Queensland's Motorama Mitsubishi, while Carla Smith from Len Patti Mitsubishi in Queensland was named Mitsubishi's Service Advisor of the Year.

The announcement came following a full program of tough testing throughout the year, with more than 800 keen Mitsubishi service staff competing.

Mitsubishi's Manager of Service Improvement, Neil Dunn, was pleased with the calibre of contestants in this year's final, a competition he believes plays an important role in the standard of service for Mitsubishi's customers.

'All the contestants displayed outstanding levels of performance in their respective fields. This competition gives individual technicians and service advisors motivation to improve their diagnostic and customer service skills, and recognises those that strive to reach their maximum potential in their profession,' Mr Dunn said.

While it was the third year in a row Motorama Mitsubishi claimed the Technician of the Year title, it was the first time competing for Michael Vella, who said he was surprised to win.

'I thought I had muddled up a few of the practical tests but I just kept going. The hardest part though was the theory section,' he said.

Mitsubishi Service Advisor of the Year, Carla Smtih, said competing in the competition was nerve-wracking but she managed to keep her cool to claim the title.

'I was nervous doing the practical section because you are in a different environment but I just did my best,' she said.

The annual Mitsubishi Service Skills Program began in 1999 and recognises excellence in customer service and technical expertise across Mitsubishi's national network of more than 200 car dealerships.

The program promotes and develops Mitsubishi service staff and helps to increase customer satisfaction, reduce warranty costs, improve product knowledge for staff, and encourage efficient work practices across Mitsubishi dealerships nationally.

This year's competitors were very strong in both categories, with a total of 265 service advisors and 579 technicians vying for the title in their respective fields. After nation-wide preliminary testing and

regional qualifiers, the finest five technicians and the top five service advisors travelled to Adelaide for the finals to decide one national winner for each category.

The technician finalists faced five practical tests on vehicles and engines across the Mitsubishi range, with only a limited time at each station to diagnose a problem. The pressure was on, but all contestants performed well, displaying a broad range of technical skills and sound product knowledge.

Customer service role-play put the service advisors through their paces, with scenarios that kept them on their toes. Although they were inundated with 'customer' enquiries and demands, each finalist was poised, polite and professional at all times.

'I would like to extend my congratulations to this year's winners, and my thanks to all participants for their efforts in the 2010 Mitsubishi service skills competition,' Mr Dunn said.

Mitsubishi's 200 plus national dealer network provides excellent servicing standards for all the company's passenger and commercial vehicles.

#### Service Technicians

Michael Vella, Motorama Mitsubishi, Moorooka, QLD

Michael Bitar, Northshore Mitsubishi, Ryde, NSW

Alegria Cham, Chadstone Mitsubishi, Oakleigh, VIC

Nathan Kadow, Southland Mitsubishi, Melrose Park, SA

Charnel Arthur, Southside Mitsubishi, Cannington, WA

#### Service Advisors

Carla Smith, Len Patti Mitsubishi, Toowoomba, QLD

Stephen Hincks, Wanneroo Mitsubishi, Morley, WA

Jessica Hankinson, McIlroy Mitsubishi, Victor Harbour, SA

Jeffrey Bell, John Oxley Mitsubishi, Port Macquarie, NSW

Karen Parker, Callaghan Mitsubishi, Warrnambool, VIC

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--ABOUT MITSUBISHI--

Mitsubishi Motors Australia is part of the global Mitsubishi Motors organisation and is fully owned by Mitsubishi, one of the world's largest companies.

The company's history dates back to 1870, when Mitsubishi's Japanese founder, Yataro Iwasaki, started a shipping company with three steamships. The company grew from strength to strength and, in 1914, registered the Mitsubishi three-diamond trademark. This symbol embodies more than 130 years of tradition, and has earned the confidence and trust of customers all over the world.

Mitsubishi takes great pride from knowing that more than 11 million people from around the world have chosen to drive a Mitsubishi vehicle. There are Mitsubishi dealers in more than 200 sites across Australia. These professional and knowledgeable dealers help owners ensure their Mitsubishi car is always looked after by fully-trained Mitsubishi technicians, using genuine Mitsubishi parts that meet stringent global standards.

Mitsubishi works hard to develop award winning new cars and automotive technology.

If you would like to know more about the iMiEV electric car or the compact SUV, the new ASX, see the Mitsubishi website.

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