

## Work begins on brand new service facility at Orangeville Chrysler

By Mike Baker

Orangeville Chrysler Dodge Jeep Ram Fiat is growing once again.

Less than 12 months since the local dealership, located just outside of town along Highway 9, unveiled a brand-new 18-car showroom, plans are underway to construct a near 4,000 sq. ft. drive-thru service centre. This new investment will add to a facility that was already regarded as the largest sized dealership in the community.

Danny Brackett, President of Brackett Auto Group, is leading the project. As well as Orangeville Chrysler, Brackett Auto Group also boasts MacMaster Buick GMC and Edmonds Chevrolet Buick GM Corvette in Huntsville amongst its portfolio. After overseeing such an extensive transformation of the site at Orangeville Chrysler in recent years, Mr. Brackett talked of his excitement over this new addition during a recent sit-down with the Citizen.

"When we took over Orangeville Chrysler in September of 2015, we knew the dealership needed to be rebuilt," Mr. Brackett said. "In that time, we have constructed a state-of-the-art showroom and expanded our parts and service operations substantially. This new project will serve to complete my vision for what this dealership can be for our community."

The new service centre will be built as an extension to the current 29,000 sq. ft. facility, bringing the overall site to more than 33,000 sq. ft. Boasting three drive-thru lanes, and ample space inside, Mr. Brackett noted this investment will provide Orangeville Chrysler with the capacity to service up to 20 vehicles.

As well as selling all makes and models under the Chrysler umbrella, the dealership also carries the Dodge, Jeep, Ram and Fiat brands. Mr. Brackett referenced the recent 78th anniversary of Jeep, long considered one of the most popular automotive brands in the world, and the consistently strong performance of the brand in the local market, as well as an increased presence in heavy-duty truck sales in the community, as significant contributing factors to this investment.

All design work and rendering for the project was completed by Mark Hicks of the Orangeville-based Dickinson & Hicks architects, while Robert Preston Construction, another local firm, will take care of the build. This won't be Mr. Brackett's first exposure to the two companies as they were contracted to take care of the extensive renovations to Orangeville Chrysler that were completed last year.

On top of the new Orangeville Chrysler facility, Robert Preston Construction has previously worked on the Headwaters Racquet Club facility just off Broadway, the Community Living Dufferin site on County Road 3 and the Family Transition Place building on Bredin Parkway. The company was also responsible for the renovation of MacMaster Buick GMC.

Hiring local is something Mr. Brackett strongly believes in. Since his arrival to the Orangeville business community more than a decade ago, he has been a huge advocate of investing in the Headwaters region.

"I feel it's important to support local business, and it's something I strive to do whenever possible," Mr. Brackett said. "We have some excellent businesses who employ excellent people in our community."

Having broken ground on the project back on July 15, Mr. Brackett said he was hoping the new service centre would be up and running by January 2020. The addition will allow Orangeville Chrysler to hire five new service technicians as bringing the team at the local dealership close to 60 people. Between Orangeville Chrysler and MacMaster, Brackett Auto Group employs over 120 people in Dufferin County.

When asked to explain what benefits this new addition would bring to Orangeville Chrysler, Mr. Brackett stated point blank it would

add an entirely new dimension to the services the local dealership is able to provide to the community.

“The benefits are huge. Our customers will have the ability to have their vehicles serviced in a more convenient and efficient manner. This is going to be the largest drive-thru operation in the community. We will have top quality technicians on hand at all times to help drive home our mission of providing the best service and vehicles to our customers,” Mr. Brackett said.

He added, “And when I talk about service, that doesn't only mean in the way we fix a vehicle. Service, to me, means the way we answer the phone, the way we handle any type of business under our roof. Whether you're getting your car fixed, buying a new car, buying a used car, or just coming by to see what we have to offer, I want everyone to say ‘hey, that's a great place to do business’ or ‘hey, those are nice people’. Then, I feel like I've done my job.”

“Looking back on this project, I see it as a win, win, win. The business will benefit, the staff will benefit and our customers will benefit. I'm excited to break ground, but even more, I'm excited to see what this place will become once the work is complete,” Mr. Brackett concluded.

A grand opening of the new facility will be held early next year. For more information on Orangeville Chrysler, visit [orangevillechrysler.com](http://orangevillechrysler.com).