



Press Release of Autodealer-Ukraine as of 07/26/2006

On July 25, the official Toyota distributor, [Toyota Ukraine](#), together with its training partner, TOB "TGM Abel & Berger International Ukraine", launched the training programme for Toyota Dealer Center personnel on new concept of organising sales and aftersales processes for Toyota vehicles (Toyota Retail Concept). Heads of dealerships and their deputies were invited to take part in the first Management Briefing. The Briefing was held by Mr. Andrey Petrenko, regional director and trainer-consultant of [TOB "TGM Abel & Berger International Ukraine"](#).

The implementation of the Retail Concept is the key element of success for Toyota Dealer Centers all around Europe. Ukraine has become one of the European countries, where the mentioned concept will be implemented. The essence of the Retail Concept is to create a unique atmosphere for customers who are choosing or have already chosen Toyota brand, to provide them with the best experience of purchasing and owning a vehicle.

The next stage of implementing the concept mentioned is to conduct 4 training modules in each Toyota Dealer Center in Ukraine for all personnel.

One of the reasons of carrying out such large scale training campaign is the fact that [Toyota Ukraine](#) clearly understands that only well-trained personnel is able to effectively implement the Toyota Retail Concept. This will allow achieving the complete satisfaction of existing and prospective customers.

