



Canadian Tire's Clarington store is serving as a pilot for the company's newest retail concept.

Canadian Tire recently unveiled a new automotive retail concept at the Bowmanville location - which the Canadian retail giant is calling "the automotive store of the future".

"While continuing to bring Canadians the latest, broadest and most innovative automotive product selection, the store's customer experience has been completely re-invented to provide Canadian drivers everything they need to increase the performance and safety of their vehicles," the company said in a press release.

Every area of the store has been redesigned. Some of the features and customer experiences, many unique to the automotive market, include:

- The store's iconic tire wall has been redesigned to showcase their leading breadth of product and to provide customers access to more product information at eye level
- The service area has been re-invented to provide a whole new level of service including drive-in reception, express lube oil and filter as well as a state-of-the-art auto detailing bay
- Customers will be able to test their in-car audio entertainment systems, GPS and car safety electronics before they buy them in a new sound booth
- The Family Solution Zone is dedicated entirely to bringing consumers the latest products and information necessary to improve their safety on the road - it includes everything from child seats to safety electronics

"We believe shopping for auto products and the service experience should be stress-free, hassle-free and as exciting as driving a new car out of the dealership," says Allan MacDonald, Senior Vice President, Automotive at Canadian Tire. "Our automotive store of the future is a

testament to our ongoing commitment to innovation and continuous improvement of the customer experience; we will set a new standard in the automotive industry."

Canadian Tire has also made a significant investment in technology - the largest in the company's history - and training throughout the dealer network in order to provide front-line employees with the tools and information they need to provide the best possible customer experience.

The automotive store of the future is one of several initiatives undertaken by the company recently. Last month Canadian Tire launched an online tire store allowing customers to make informed tire purchases from their home. Last year saw the introduction of in-store tire look-up kiosks providing customers access to more product information. Canadian Tire also recently launched *Driver Magazine*.

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