

Case Study



Company

Gold Coast Mazda
Part of the James Frizelle's Automotive Group
www.goldcoastmazda.com.au

Company Overview

James Frizelle's Automotive Group, established in 1985 is today proud to be one of the largest and most trustworthy Motor Dealers in Queensland, with over 570 staff across six locations and selling over 14,000 new and used vehicles each year. While there have been many changes in the motor industry over the past few decades, the values at James Frizelle's Automotive Group haven't changed. Since the Group was first established, we have focused on retaining our dedication to industry leading customer service, whilst continuing and growing our commitment to support the local community in a large capacity. Located in Southport, Nerang, Robina, Tweed Heads South, Lismore and Springwood; James Frizelle's commitment to preserve friendly "Old fashioned Service" has underpinned our position as a Dealer of Choice since 1985. Their range of passenger brands include Audi, Mazda, Volkswagen, Hyundai, Chrysler, Jeep, Dodge, Skoda and Isuzu UTE. In addition they also sell commercial vehicles including Volkswagen Commercial, Isuzu Trucks and New Holland.

Water Symptoms

High calcium content resulting in white water staining on paint and glass during the wash program.

HWTA Devices Used

Travel Edge

Result

Strict environmental regulations prevent the use of detergents on the holding lots (separate from the dealership and showroom), therefore with the implementation of HWTA's Travel Edge, Gold Coast Mazda have been able to adapt each hose in the holding yards to allow for soap free cleaning and eliminate any water staining.

Company Contact

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