



● Crescent staff: Liam Pogue, Kay O'Donnell, Tom Kilroy, Seamus Quinn and John Lynch

Crescent Motors Gets Into Top Gear

THERE has been a regeneration of the motor trade in the Limerick area over the past twelve months with all marques enjoying an upsurge in sales. Toyota, Ford, General Motors, Nissan, Renault, Peugeot and Volkswagen all experiencing healthy results in line with the national trends.

New outlets and the refurbishment of existing motor centres are in evidence in the region and in the coming months various dealers will be promoting new launches and the first Peugeot Parts conference organised by Gowan distributors takes place in Limerick city in December.

Among the successful garages in the city is Crescent Motors of Dooradoyle, main Renault dealers under the chairmanship of Tom Kilroy who is also managing director. With the success of the Renault 19 and the launch of the Renault 21 and the 19 van, prospects for Renault and for Crescent Motors look excellent. All Renault models and commercials are on sale while the garage has established its name as the largest dealer of Renault spare parts in Munster. A fully equipped service facility is on site under

the direction of workshop manager John Lynch who supervises six qualified mechanics and two apprentices.

General manager Seamus Quinn and sales representative Pat Buckley attribute their good sales record to aggressive marketing and a direct approach to customers. No stone is left unturned if a customer wants a car and a wide range of companies have added to their fleet requirements from Crescent Motors including several big names from the Shannon and Raheen Industrial estates. Very many professional people, including doctors, solicitors and accountants have turned to Renault and Crescent to meet their motoring needs not least because the attractive leasing arrangements on offer 2,3,4 or 5 years periods.

Contract hire leases over two or three years which give customers an exact idea of repayments and which include repair and maintenance are popular while the general 2 to 5 year leases on various models are very competitive. The most up to date diagnostic equipment and the skilled Renault trained mechanics ensures that servicing is fast and efficient.

A same day service is guaranteed and cars are picked up and returned for fleet customers with replacement cars also available if necessary. The parts department under Liam Pogue, stores manager is widely acknowledged as one of the

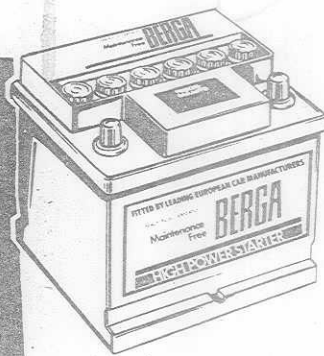
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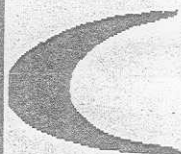
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