

John Bleakley Motor Homes Earns 2007 Circle of Excellence Award from Winnebago Industries, Inc.



Released on = June 7, 2007, 12:08 pm

Press Release Author = [John Bleakley RV Center, Inc](#)

Industry = [Automotive](#)

Press Release Summary = **John Bleakley Motor Homes**, Douglasville and Unadilla, GA has been recognized as a **2007 Circle of Excellence winner by Winnebago Industries, Inc.** To be honored as a **Circle of Excellence dealer, John Bleakley Motor Homes** excelled in customer satisfaction.

Press Release Body = **John Bleakley Motor Homes**, Douglasville and Unadilla, GA has been recognized as a **2007 Circle of Excellence winner by Winnebago Industries, Inc.** To be honored as a **Circle of Excellence dealer, John Bleakley Motor Homes** excelled in customer satisfaction.



Winnebago Industries established the industry's first dealer excellence program in 1986 in order to recognize select dealers for excellence in customer satisfaction. At **Winnebago Industries'** annual Dealer Days event in Las Vegas, Nevada, 162 dealers were honored with the **Circle of Excellence award** in recognition of their excellence in customer satisfaction as it relates to the customers' sales and service experience with the dealer.



"**Winnebago Industries** and its dealers will always place emphasis on product quality and customer satisfaction," said **Winnebago Industries'** Vice President of Sales and Marketing Roger Martin. "We are exceptionally proud of **John Bleakley Motor Homes** who has demonstrated excellence in achieving satisfaction with their customers."



Circle of Excellence scoring is determined by rating dealers in four categories: the Purchase and Delivery Satisfaction study, which is

direct customer feedback after the purchase of a motor home; the Customer Satisfaction Study, a survey sent to customers six months after their purchase; a Sales and Marketing Assessment that looks at a dealership's sales, market share, stocking levels and participation in product training, Dealer Days and the **Winnebago Itasca Travelers Club (WIT)**; and a Service Parts Assessment that evaluates a dealership's warranty, service training and certified technicians, and traveling customer care.

"For the second year, **Winnebago Industries** has raised the standard for achieving **Circle of Excellence status** by increasing the minimum score required on customer satisfaction surveys," said Martin. "We're proud to recognize **John Bleakley Motor Homes** has risen to this challenge again in 2007."

John Bleakley Motor Homes carries the **Winnebago®** and **Itasca®** lines of motor homes from **Winnebago Industries**.

Winnebago Industries, Inc. is the leading U.S. manufacturer of motor homes, self contained recreation vehicles used primarily in leisure travel and outdoor recreation activities. The Company builds quality motor homes under the **Winnebago and Itasca** brand names with state-of-the-art computer-aided design and manufacturing systems on automotive-styled assembly lines. **John Bleakley**, serving Georgia and the Nation for over 39 years, has 3 locations in Georgia:

- 1) 6200 Fairburn Road, Douglasville, GA 30134, (888) 527-8287**
- 2) 4411 Bankhead Hwy., Douglasville, GA 30134, (877) 247-3594**
- 3) 445 Bleakley Blvd., Unadilla, GA 31091, (877) 456-3700**

John Bleakley RV is open 7 days a week and is a full-service dealer with over 60 service bays, fully-stocked parts departments at all three locations in addition to having one of the most knowledgeable and friendly sales staff in the industry. Recently named the #1 Motorhome Dealer for all of Georgia in class A motorhome sales, class C motorhome sales and total motorhome sales, **John Bleakley Motor Homes** is the premiere RV Dealer in Georgia, the Southeast and the Country. Contact information, industry links and real-time inventory can always be viewed online at www.bleakleyrv.com.

Web Site = <http://www.bleakleyrv.com>

Contact Details = Andy Skinner
6200 Fairburn Road
Douglasville, GA 30180
phone: 888-527-8287
fax: 770-920-2975
email: sales@bleakleyrv.com
website: <http://www.bleakleyrv.com>