

# Only the best is good enough

Guy Boca is a most unusual man. A business success? Yes, for sure. A success because he thought for himself and, in doing so, went outside the box! Boca deals in what some call "men's toys" while others refer to them as the 'necessities of life' --- Bentleys and Mercedes-Benz – that sort of thing. Call them what you will Boca has a unique approach to marketing his two favourite brands and is, incidentally, shortly opening a new Bentley showroom a few hundred meters from his present establishment.

When Boca moved to Switzerland from his native France he had a vision: to create the finest garage dealing in the best automobiles the world makes: Mercedes-Benz and Bentley. And who can argue with that? Over some twenty plus years guy Boca has built a reputation for himself and for his company. "I like to think we can do anything a customer needs or wants – and do it quickly." In order to fulfil his promise he maintains a huge store of parts for replacement as well as a team of highly skilled mechanics who know and understand not only how cars work but also how they should be returned to their customers. There is just one word for that: 'Spotless'.

"When you deal in top quality automobiles you must provide service to match," Boca says and, of course, he does much more than that – a lot more. "Our customers have something in common", he says, "an appreciation for quality. And with that in mind I encourage them to meet each other on the theory that if they like the same cars, and the same quality of service, they may well share other interests." He sends them birthday cards and invites them to regular soirées which he gives on the premises. "I like our customers to feel this is a sort of 'second home' for them. And if they have come from out of town, this is an opportunity to meet others. And, of course, we are always happy to help them find a house or an apartment, recommend a school for the children or our favourite delicatessen and, generally speaking, help them to feel Lausanne is their home." Boca goes a long way to help his customers make friends. Every year he gives a large party or two where they can all meet, have a few drinks, listen to music, dance and generally have a good time. "I think it is good for my customers to meet each other. They all have something in common --- the cars they drive. But they soon find out they have other things in common – an interest in art, children in the same school, members of the same profession and so forth. And, of course, it is a way to show our appreciation for their business." But, of course, client hospitality and public relations are only one side of Boca's business. The other side: sales,

repairs and service are what it is really all about. And of those three, SERVICE has to be spelled in capital letters. "Bentley and Mercedes-Benz owners have paid a premium for their automobiles and they are entitled, not only to the best cars in the world which they have purchased, but a service to match, a service which is second to none.

Clients are invited not only to see the cars in the showroom where every man and woman's dream is on offer (and usually in every colour) but also to visit the atelier which is as spotless as a hospital's operating theatre. Cars are treated like patients. And thus, they are washed by hand – not in a washing tunnel or other mechanical

we will have both sales and technical facilities to match." We look forward to seeing that showroom, not just because Bentley's typify a rather rarefied lifestyle and not just because they are every big boy's dream, but because they are genuinely magnificent cars. And to see them in Boca's setting will be something very special. And, we are told, sometimes dreams do come true!

Guy Boca is a successful man. And he is successful for two reasons. First, he has a fine product to sell and, secondly, because he renders a service which matches; a service which is truly personal.



device. Heavens no! And the insides are vacuumed by hand so that when a car is returned to its owner it looks as though it were a new car coming out of the showroom.

Boca is one of those rare people today who really takes pride in his business and rendering 'super service'. He does that because it is good business, of course. But he also does it because he genuinely likes to run his business in that manner. In fact, many of his customers go on to become good personal friends and that is one of the principal reasons his business is such a success.

"I am looking forward to the construction of our new Bentley showroom – it's a couple of hundred yards from here. They are magnificent cars and



# Une question de cœur

**P**our mieux comprendre le destin du garage du Beau-Rivage, il faut remonter dans le temps, il y a plus de 20 ans de cela.

C'est en 1987 que M. Guy Boca fonde le garage. Il lui donne le même nom que son proche voisin, le prestigieux hôtel situé lui aussi dans un cadre exceptionnel, celui d'Ouchy.

Sa décision est prise, son garage se différenciera des autres, il sortira de l'ordinaire! Animé par un esprit d'entreprise hors du commun et imaginatif, ce garagiste d'exception crée un établissement digne d'accueillir des concessions de prestige. Ce n'est donc pas le fruit du hasard si les célèbres marques Mercedes et Bentley lui ont fait confiance.

En patron d'entreprise avisé et respectueux, il s'entoure de collaborateurs compétents, fidèles et dévoués. Avec fierté, ils mettent leur savoir-faire au service d'une clientèle exigeante.

Au garage du Beau-Rivage, professionnalisme, continuité et service exclusif sont les lignes directrices qui dictent la marche de l'entreprise.

Participer au progrès fait partie intégrante des objectifs. Le personnel, dans son ensemble, est appelé à suivre une formation continue pour maintenir et améliorer son niveau des connaissances, autant dans le domaine commercial que technique. Ce dernier exige de la part des techniciens et des mécaniciens des compétences hors du commun et sans cesse accrues. La technologie de pointe qui équipe les véhicules des marques représentées l'exige.

Dès lors, il est aisé de comprendre pourquoi ce garage s'est forgé une si bonne réputation qui a largement dépassé les limites de l'arc lémanique. Cet

établissement est unanimement reconnu, même par la concurrence, comme un véritable mythe en matière d'excellence par tous les milieux automobiles de la Romandie, voir même au-delà. Belle récompense pour son fondateur qui a su rester fidèle à son image de départ, à savoir celle de créer et de développer un garage haut de gamme qui resterait néanmoins accessible à un large créneau de clientèle.

Etre client du garage du Beau-Rivage, c'est comme si l'on était membre d'un club d'élite.

Ici, ils sont tous traités sur un même pied d'égalité, qu'ils soient propriétaires d'une Mercedes de la classe A, d'une luxueuse limousine de la classe S, d'une sportive de la gamme AMG ou d'une prestigieuse Bentley.

Une offre exclusive "maison" qui mérite particulièrement d'être signalée, celle qui permet à des clients d'acquiescer, sans délai, un nouveau véhicule. Ces derniers seront comblés car, chose rare, le garage dispose d'un important stock de toute la gamme Mercedes et Bentley. Dès lors, cela est devenu courant qu'un véhicule commandé le matin puisse être déjà livré dans l'après-midi à son nouvel et heureux acquéreur!

En vrai gentleman, M. Guy Boca se plaît également à réunir régulièrement, sous les "lambris" de ce "sanctuaire" de l'automobile, la totalité de sa fidèle clientèle. En effet, cette dernière est conviée annuellement à un somptueux cocktail, unanimement reconnu comme un événement prisé et incontournable de la vie lausannoise. Ne s'agit-il pas là du plus bel hommage qu'il puisse rendre à des personnes, à des amis, qui lui ont accordé leur confiance. Montaigne, écrivain renommé, qui fondait son art de vivre sur une sagesse prudente, inspirée par le bon sens et l'esprit de tolérance, affirmait: "l'amitié se nourrit de communication". L'invitation ci-dessus en est un bel exemple.

Fort de tout ce qui précède, M. Guy Boca et son équipe de collaborateurs, en vrais leaders, démontrent ce qu'une entreprise est à même d'entreprendre pour respecter et satisfaire sa clientèle, respectivement ce que cette dernière mérite d'obtenir.

Au garage du Beau-Rivage, la qualité est une passion. Pour ceux qui ne le connaissent pas encore, venez le découvrir.... Ils ne manqueront pas d'être conquis.

Traduction française: Jean-Pierre Champerlin



**Guy Boca**

