

Boyer Auto Group happy to be in Bancroft



By Nate Smelle

Bancroft Motors Ltd. is the newest division of Boyer Auto Group, and has been serving communities like Bancroft since 1981 when Michael Boyer founded the group. Boyer Pontiac, Buick and GMC opened its doors on July 3, 1981 in Apsley. Ever since the Boyer Auto Group has been a family owned and operated business committed to building a lifetime relationship with its customers. Michael's son Brandon Boyer is the general manager at Bancroft motors and the Boyer Chevrolet dealership in Lindsay. "We are really excited to be here in Bancroft," said Boyer. "We have been really well received by the community and our customers. We have even had a lot of old customers come in to say hello and welcome us back."

Boyer Auto Group now stretches across eastern and northern Ontario with dealerships and auto body shops in Pickering, Lindsay, Napanee, Belleville and Trenton. The group boasts brands such as Chevrolet, Cadillac Buick, GMC, Nissan, Kia and Mazda; as well as Fix Auto and Car Star. For the Boyers family good customer service means everything.

"I think that's what people like most," he said.

"The fact that the name has grown to be a name they can trust. I think the reason they do business with us, and stick with us is because they know they will get a fair and honest deal; and they can trust us."

Not only does Bancroft Motors offer a wide selection of quality new and used vehicles to choose from they also provide GM certified service and repair. Their team of trained technicians work on everything from a routine oil change to more comprehensive work needing to be done on your car, truck or SUV.

"The staff has been terrific. We managed to retain the whole staff and they are a really great group of people. It has really been going very well."

When the Boyer Auto Group adds a new dealership to the group it does its best to fit into the community where the dealership is located. Being a community-oriented family this comes easy to the Boyers. For instance, since taking ownership of Bancroft Motors earlier this fall they have sponsored the Bancroft Bancroft Motors Midget Jets and the North Kawartha Knights Junior C hockey club.

"A big part of our business is getting ingrained in the community," Boyer said.

"We do our best to be a part of it and give back to the people who helped get our business started."

Bancroft Motors is located at 29668 Hwy. 62 North in Bancroft. The dealership and garage is open Monday through Friday from 9 a.m. to 6 p.m., and Saturday from 9 a.m. to 1 p.m.

For more information on Bancroft Motors visit www.bancroftmotors.net, or call 613-332-2438.