A stable market—
and record sales

If you're curious about the Wall Street Journal and CNN reports about the miserable year U.S. automobile dealers and manufacturers just had, you won't find any evidence of it by poking around Acadia
sia car and truck dealerships. For many local
dealerships, things have never been better.

Lafayette's Hub City Ford has just com-
pleted a record year—the third year in a row that all previous sales records for the
45-year-old dealership have been bested.
Hub City had $31 million in sales in 1990, topping the impressive $36 million in 1989 sales. Hub
City's performance won it the No. 6 spot on this
year's Acadiana Top 100 list.

While it is tempting to attribute these gains to the fact that South Louisiana's
strong energy industry base tends to make its economy counter-cy-
clical to the rest of the nation's, Hub City general manager Rusty
Citron asserts that the local auto
market was strong even through
the middle 80s.

"Even when the economy of Lafayette was experienc-
ing bad times, there was a
very stable work force in Lafayette and Acadia-
sia," Citron says. "That continues to be the case; they have homes and jobs and need
transportation. In bad times they hold
back, and in better times they're more com-
fortable buying, but overall it's a stable
and good market."

Citron notes that South Louisiana—like
many dealers, Hub City serves an area about
40 or 50 miles around Lafayette—is a par-
ticularly strong truck market. Not only is
Hub City the largest Ford dealer in Louisi-
a, it has a substantial lead in truck sales
for its multi-state region. He also gives
a respectful nod to his local competition,
pointing out that Service Chevrolet enjoys
similar success within the Chevrolet world.

"There are good car dealers in Lafayette," Citron
says, "and it's a good place to sell cars and trucks."

The Hub City success for-
formula is a simple blend of price,
quality product and good ser-
vie. A key advantage for Hub
City, Citron says, is that it has
low employee turnover—
much lower than industry av-
erages—and that enhances the
commitment and ability of the
staff. "We stress consistency
and quality in every aspect of
the dealership," he says. "Why
do the good teams get to the
playoffs every year? Because they consistently and consis-
tently pay attention to detail
and work to do things right.
And that's why we're winners.
here."