



ABOUT US...

Ernie Dean had no intention of selling cars. After immigrating from Italy to Toronto in 1959 and pursuing a career in the tool & dye industry, Ernie never thought about owning a dealership. He fixed cars and that was his passion.

After moving his family to Alliston in 1968, he had a chance conversation with one of his regular customers, who happened to own his own Toyota dealership, giving him an idea. Why not start selling cars? And so, he did, and the rest is history...

In 1969, Ernie Dean set out to provide a car buying experience that was ahead of its time. He saw an opportunity to open a dealership where the customer truly came first. You would not just buy one car from him, but all of your cars and your family's cars from him for generations to come.

After a few years of operating as a Toyota store, he joined the GM family in 1979 as Ernie Dean Chevrolet Buick GMC opening its doors to the shoppers of Alliston, Tottenham, and the surrounding communities. He had built a reputation for fair prices, outstanding service, and a 'customer first' atmosphere.

No gimmicks, just good business.

Today, Ernie Dean Chevy Buick GMC is thriving in the new millennium by embracing all the little things that make their store such a unique place to buy and service vehicles...

- Truckville – Your one-stop expert GM truck source
- Senior Day Wednesday discounts in service, free WIFI, and complimentary shuttle for local service customers.
- Part Department that can handle almost any GM Accessory request
- Active social media presence that truly connects to local customers
- Shop-Click-Drive online shopping that give a 'next generation' buying experience

"Honest", "...straightforward." "No pressure atmosphere..." "...greeted with a smile."

These are just a few of the words Ernie Dean's customers have used to describe their experience with the staff...exactly what he set out to provide almost 40 years ago.

In 2016, Ernie Dean passed away, but his legacy lives on with his children, Didi and Frank, running the daily operations and fulfilling his wish to make sure every customer feels like family.

In a time of big dealer groups and using flashy gimmicks to sell cars, the staff at Ernie Dean believes in keeping an eye on the future while embracing the values of the past.



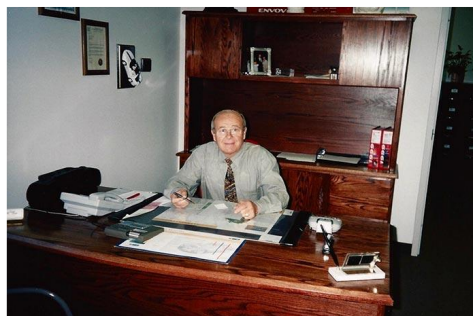
This is where it all started, here at 7635 Highway 89, Alliston Toyota opened its doors in 1969



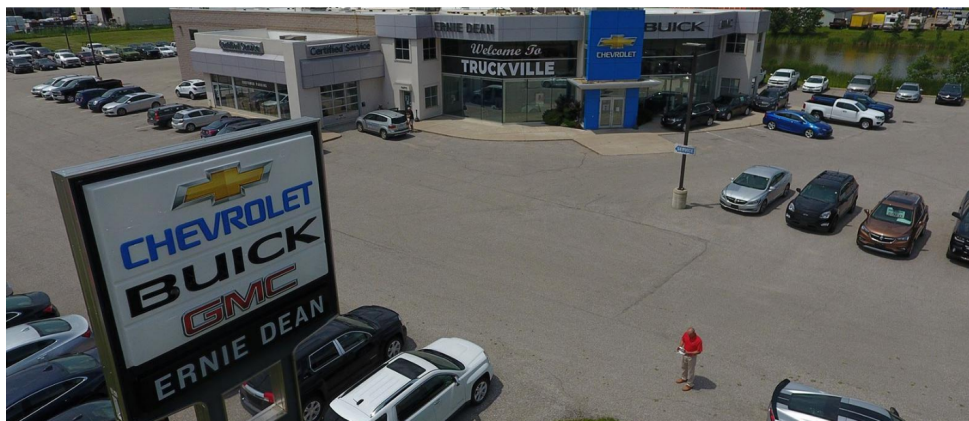
Almost there, our second location ready for move in, May 1997



June 1997, the Dean family at the grand opening of the dealership's second location



The founding father himself, Ernie Dean in his office, 1999



Our current location