

# DRIVE YOUR AMBITION

This female entrepreneur is changing the face of the car industry.



## “Drive your ambition”

It’s Mitsubishi Motors’ slogan but for **Tammy Roach**, owner / operator of the dealership in PEI, it’s more of a personal life motto.

Did you know that only 5 per cent of Canadian car dealerships are owned by women? \* Roach happens to be one of them.

“Better decisions are made when men and women work together and it’s not just the old boys club.”

After years of working her way up, from a bookkeeper to a general manager, she took the leap in 2019 and opened PEI’s only Mitsubishi dealership.

We sat down with Roach to discuss being a dealer principal (owner) for International Women’s Day.



Though not all dealer principals (owners) are general managers, she is. She works six days a week and is highly involved with all the activities at her dealership. She wants customers to feel welcome and at ease.

Unfortunately, the largest demographic of people who do not feel comfortable in a dealership are women. While not all women will have negative experiences with sexism at all dealerships, it still happens, she says.

“I’ve had women stand in my office, crying because of how they’ve been treated at a car dealership...Like I don’t understand why they’re treating women poorly when they make 80 per cent of the buying decisions.”

“Buying a car should be fun! Why isn’t buying a car fun?”

Roach has made it her mission to ensure everyone who enters her showroom feels comfortable and welcome. She has a soft spot for women who feel nervous that they might get taken advantage of at a dealership or service centre. So last month, she launched Shop Talk for women to come by the service centre after hours and learn more about general vehicle maintenance.

“We even had a car on the lift and our service manager would show them what the brakes look like and how to know when they need replacing, things like that. It was a big hit.”

Roach says a key ingredient to her success is having the right people and processes to support her vision. She credits the Provincial Credit Union as a key support.

“I love my credit union. I can call there and the receptionist knows who she is talking to. That personal touch is huge. I love that I can pick up the phone and talk to someone right away.”

She became a member in 2018 just before opening Charlottetown Mitsubishi in 2019.

“When I knew I was going to be selling my house, building my new house, and opening Mitsubishi I knew I wanted all of that to be done with the Provincial Credit Union.”

“Sometimes I need things done right now...I don’t have to deal with that (hassle) at the credit union.”

One day her daughter lost her debit card and it was returned to the Charlottetown branch.



“The receptionist called me that afternoon to let me know they had it! You don’t get that type of service anywhere.”

She knows Provincial Credit Union staff genuinely care for their members.

“One day my mother was having problems logging into her online banking. Well, she brought in her whole laptop and they helped her out! That’s why I like the credit union.”

When it comes to her business needs, Provincial Credit Union staff are just as responsive.

“Sometimes I have to make huge payments like an HST payment could be \$100,000 and I call and they help me make that payment. They’re amazing.”



*\*According to John White, president of the Canadian Automobile Dealers Association of Canada, which represents 3,200 of 3,400 new-vehicle dealers. Stated in 2018.*

*<https://canada.autonews.com/retail/peis-first-woman-dealer-principal-island-into-herself>*