New Hampshire Dealership Earns Two Automotive Awards for 2026

McFarland Hyundai, a New Hampshire dealership based in North Hampton, has been recognized with two honors from Corporate Vision in the Automotive Awards for 2026. The dealership received the Best New and Used Car Dealership 2026 award for New Hampshire and the Outstanding Customer Experience Award 2026 for New Hampshire. The company describes its team as serving the New Hampshire Seacoast community and supporting customers from their first test drive through their next service visit.

In a statement, the dealership thanked the local community for choosing, recommending, and returning to it. The awards reflect what the dealership says is its commitment to the entire ownership journey, not just the initial sale. Recognition from an organization such as Corporate Vision helps bring attention to dealerships that prioritize the full range of customer needs, including ongoing automotive service New Hampshire residents rely on to keep their vehicles on the road.

How Automotive Service Fits Into Dealership Operations

For many dealerships, the service department is a critical part of the business. It provides a recurring touchpoint with customers that extends well beyond the moment of purchase. When a customer buys a car, they typically expect that the dealership will be there for routine maintenance, repairs, and warranty work. A service center that operates efficiently and communicates clearly can turn a one-time buyer into a repeat visitor for years.

Automotive service covers a wide range of tasks. Oil changes, tire rotations, brake inspections, and fluid checks are among the most common. More involved work includes engine diagnostics, transmission repairs, and electrical system troubleshooting. Many dealerships also handle state inspections and emissions testing, adding convenience for local drivers. The goal is to provide a single location where a customer can have all their vehicle needs addressed, from the lot to the lift.

Modern service departments often use digital scheduling tools and real-time status updates to keep customers informed. This kind of transparency helps build trust. When a customer drops off a car for service, they want to know what will be done, how long it will take, and what it will cost. A dealership that can answer those questions clearly and accurately is more likely to earn loyalty.

Why Dealership Awards Matter in the Automotive Industry

Industry awards serve several purposes. They give dealerships a way to benchmark their performance against competitors. They also provide customers with a signal that a particular dealership has met certain standards. For a market like New Hampshire, where many drivers have multiple dealerships within reasonable driving distance, an award can help a business stand out.

The Best New and Used Car Dealership award recognizes a dealership overall, including its inventory selection, pricing, and sales process. The Outstanding Customer Experience award focuses specifically on how the dealership treats people during interactions. That includes the sales floor, the service bay, and any other point of contact. Both awards together suggest a dealership that tries to excel across the board.

Independent awards programs, like those run by corporatevision-news.com, often rely on a combination of customer feedback, operational data, and industry knowledge. They are not paid endorsements. Instead, they aim to highlight businesses that consistently deliver value. For a dealership, winning such an award can generate local media coverage and word-of-mouth referrals.

The Role of Service in Customer Retention

Automotive service is one of the main drivers of customer retention for dealerships. A customer who has a positive service experience is far more likely to return when it is time to buy another vehicle. Conversely, a negative service experience can drive a customer to a competing dealership, not just for repairs but for their next purchase as well.

Dealerships that invest in their service departments often see returns in multiple areas. A well-run service center generates its own revenue through labor and parts. It also feeds the sales pipeline by keeping customers engaged with the brand. When a customer brings their car in for regular maintenance, the service team has an opportunity to build a relationship. They can answer questions, address concerns, and recommend future services.

For many drivers, the service department is the primary point of contact with the dealership after the sale. If that contact is positive, the dealership stays top of mind. If it is negative, the customer may start looking elsewhere. That is why awards for customer experience often consider service interactions as heavily as sales interactions.

What Makes a Dealership Stand Out in Customer Service

Customer service in a dealership setting involves many factors. It starts with the initial greeting and continues through every stage of the visit. Clear communication about pricing, timelines, and work performed is essential. Customers appreciate being kept informed without having to ask. They also value honesty. If a repair turns out to be more complex than expected, a service

advisor who explains the situation and offers options will usually earn more trust than one who simply delivers bad news.

Another important element is follow-up. A dealership that contacts a customer after a service visit to check on satisfaction demonstrates that it cares about the experience beyond the transaction. This can be done through a phone call, email, or text message. Simple gestures like a complimentary car wash or a reminder when the next service is due also contribute to a positive impression.

Training is a key component. Service advisors and technicians who stay current on vehicle technology and communication techniques are better equipped to handle the range of issues that come through the door. As vehicles become more complex, with advanced electronics and hybrid powertrains, the need for skilled technicians grows. Dealerships that invest in ongoing training are positioning themselves to meet those demands.

The Importance of Community Connection

For a dealership like McFarland Hyundai, being part of the New Hampshire Seacoast community is central to its identity. Local businesses often rely on reputation and word-of-mouth to attract customers. A dealership that is active in the community, that sponsors local events or supports local charities, builds goodwill that translates into customer loyalty.

When a dealership thanks its community for choosing, recommending, and returning to it, that is not just a courtesy. It reflects a business model that depends on repeat customers and referrals. In a smaller market, every customer interaction matters. A single negative experience can spread quickly through social media or neighborhood conversations. A series of positive experiences can build a strong base of loyal customers who become informal ambassadors for the business.

Community connection also extends to the service department. A driver who lives nearby and knows the service team by name is more likely to choose that dealership for repairs, even if a competitor offers a slightly lower price. The relationship becomes a factor in the decision. Dealerships that recognize this and invest in building those relationships tend to perform better over the long term.

Looking Ahead at the Dealership Landscape

The automotive retail industry continues to evolve. Online car-buying services and third-party marketplaces have changed how people shop for vehicles. However, the need for reliable automotive service remains constant. No matter how a car is purchased, it will eventually need maintenance and repairs. That creates an ongoing opportunity for dealerships that can provide high-quality service.

Dealerships that win awards for customer experience and overall performance, such as those recognized by corporatevision-news.com, are often the ones that adapt well to these changes. They find ways to integrate digital tools without losing the personal touch. They train their staff to handle both modern vehicles and modern customer expectations. And they maintain a focus on the local community that supports them.

For drivers in New Hampshire, the presence of award-winning dealerships means more options for quality care. Whether buying a new car, a used car, or bringing a vehicle in for service, customers can look for dealerships that have demonstrated a commitment to excellence. The recognition McFarland Hyundai received for 2026 highlights one example of that commitment in the Seacoast region.