

A man in a dark suit, white shirt, and striped tie stands in front of a blue car. The background is slightly blurred, showing the car's interior and exterior details.

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*Bridging the Gap Between
You and Your Fleet*

Bridging the Gap Between You and Your Fleet

By: Suzanne Sharma

Through vision, dedication, and a thirst to succeed, Brij Sharma has transformed a regular automotive repair centre into a magnificent fleet repair centre in just five short years. As one of the leaders in fleet service repair, BDS Fleet Service now owns two locations that offer exceptional auto services and repair, both in Scarborough. You can rest assured that both of these locations guarantee incomparable service that will exceed your expectations.

Though he initially worked in the automotive industry to accommodate the family business, Brij has been interested in cars since his childhood. Their look, design and inner workings have always been a curiosity for this successful entrepreneur. "Since a young age, I have been fascinated by cars," states Brij. "My interest in cars was furthered through the family business, but my vision was in fleet repair."

Initially Brij used his business skills to launch his own company, Car Fix & Sales, a fleet service repair centre that has flourished in the past five years with this dedicated individuals continued perseverance and intelligence.

In order to assist in the increased volume at the sole location, Brij then purchased M&M Auto Service Centre, a company that was originally opened in the mid 1970's and was at one time owned by Brij's father. Given the chance to apply his business sense and



values, Brij took up the opportunity without hesitation. Using his integrity, ideas and sensible customer service skills, Brij quickly transformed M&M Auto Service Centre into the successful business that it is today.

Conveniently located at 1531 Warden Avenue, and 18 Nantucket Boulevard in Scarborough respectively, both locations are now owned by BDS Fleet Service, a company that has surfaced through Brij and his wife Deepa's vision. Either location is available for all of your fleet service needs.

Predominantly a wholesale and retail fleet repair centre, Car Fix & Sales and M&M Auto Service Centre offer their clients outstanding service that can't be beat. Both locations typically deal with government and multi-level business accounts and can concur that a whopping 90% of their business is through repeat clients and referrals. Many of their accounts have indeed been loyal customers for the past 15-30 years. It is BDS Fleet Service's ability to do whatever it takes to surpass all of their clients wants and needs that keeps their customers so faithful and devoted to them.

An energetic team and the desire to make sure that their clients are satisfied, are what brings in maximum sales results for Car Fix & Sales and M&M Auto Service Centre. Their high performance, extremely qualified service technicians and location are what keeps customers coming back time and time again. "We are committed to providing the best automotive service with quality and integrity," says Brij. "We look forward to bridging the gap between you and your fleet!"

BDS Fleet Service offers their clients a variety of services, all adhering to each customer's unique needs. The company's personal forte is to ensure



that their clients save time and that the transaction is as hassle free as possible. In addition, BDS Fleet Service's main goal and concern is to save their customers money, which is something that this resolute company always strives to achieve.

BDS Fleet Service has actually won a silver medal for automotive service in 2005 from the Scarborough Mirror, and has won several other awards over the past five years that Brij has been managing the company. This proves that BDS Fleet Service truly is a self-motivated business that boasts price, value, and honesty to meet and exceed all of their customer's expectations.

Furthermore, BDS Fleet Service even sponsors a local children's hockey and soccer team, a bowling league, and a badminton team in the Unionville and Scarborough areas, making them a sincerely dynamic company that takes delight in giving back to their community.

Brij has used his many talents to their full potential, and feels that his negotiation and team leadership skills are what have improved vastly over time. In addition, Brij has acquired a better understanding of customers' wants and needs and sincerely enjoys the act of fulfilling those needs. He makes it his personal business to alleviate the day to day pressures that multi-million dollar corporations shouldn't have to deal with. Brij assures that when clients come to him, the end result is that they are guaranteed their full fleet on the road in a timely and efficient manner. In truth, his humourous and easy-going attitude make it a pleasure to do business with him.

Honestly enjoying his profession, Brij notes that solving everyday issues is what he looks forward to most on a daily basis. As there can be much pressure in this business, Brij always remembers to stay focused and dedicated through all of the ups and downs.

A business graduate, Brij is also licensed in air conditioning, brakes, alignments, and emission testing by the Ontario Motor Vehicle Industry Council. In addition, Brij notes that his personal attributes are being “tenacious, driven and dedicated”, which is apparent throughout all of his current accomplishments.

“Everything I have achieved, I attribute to my lovely wife, Deepa,” says Brij.

“She supports me in all of my business endeavors. They always say that behind every successful man is a successful woman, and I definitely agree.” In truth, Brij even asserts that his wife helps him keep his life balanced and positive.

A savvy business owner, Brij acknowledges the advantages of working in a team. “Each individual brings something unique to the table and brings a different perspective,” says Brij.

It is because of this fact that Car Fix & Sales and M&M Auto Service Centre now comprise a total of 16 employees.

A true multi-tasker, Brij is also an active member of The Masons, the oldest fraternity in the world that consists of successful men who strive to improve the future for everyone. In his spare time, Brij enjoys hockey and his many on-going volunteer projects. Brij is also a pet-lover and usually takes his dog, Enzo, along with him to work.

As all business owners will agree, having an up-to-date website is crucial in this technology driven world. Due to this, Brij and his technicians are currently working on launching a dynamic website [www.bdsfleet.ca]. In the very near future, all current and prospective clients will be able to access information about this highly reputable company at the touch of a button.

Brij also looks to expand BDS Fleet Service into a third location in the years to come. When discussing his daily inspiration and noting what keeps him going everyday, Brij simply states, “My quest to be the leader in the automotive industry and to overcome challenges in a dynamic industry.” It is obvious that what Brij has already accomplished in such a short amount of time is no small feat. It is without question that in the future this successful business owner will continue to flourish and completely revolutionize the fleet service repair industry by utilizing his many talents.

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*Photography by David Biese
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