

INVEST IN
**South
Lakeland**



Hadwins (Lindale) Ltd

Driving success in South Lakeland



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Performance. Quality. Dependability. There are countless superlatives which can be associated with the leading German automotive brands Audi and Volkswagen. For one South Lakeland dealership, these attributes are something which they consider to be the bare minimum for their business and, over forty years later, are thriving on this ethos.

Hadwins (Lindale) Ltd (trading as Lake District Audi and Hadwins Volkswagen) have represented the two marques since 1971 and, from their three sites in Lindale and Kendal, have been setting the highest of standards in customer service and experience.

"South Lakeland is a truly unique setting," says Paul Crewdson, Head of Business for Lake District Audi. Being within the National Park has shaped our business both physically and culturally, allowing us to deliver a bespoke customer experience which sets us apart from other Audi/Volkswagen Centres."

Asked to expand further, Paul explains "A very large proportion of our customers are long standing clients,

very loyal to Hadwins. Many of them initially bought a vehicle from us based purely on the make (Audi or Volkswagen) but a key factor on what brings them back is our level of service."

"Here at Hadwins we are big exponents of acting on customer feedback; not just collating it but acting upon it and using it as a cornerstone to drive our business." adds Managing Director Roy Allen. "It may be a cliché but no matter how good our product, we are nothing without our customers."

From establishing with just one modest showroom in Lindale, the business has expanded over the years to now have separate dedicated Audi and Volkswagen showrooms and service centres in the village. In addition, the opening of Hadwins Approved in 2007 on the southern edge of Kendal has provided a perfect setting for sales of their quality approved vehicle stock.

From the three locations, Hadwins now employs 130 permanent staff including sales, servicing, repair and administration teams.



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It sounds like clear roads ahead, everything 'motoring along' nicely? We ask Roy Allen what the business aspirations are for the future.

"We're delighted to have achieved continued forward momentum through a very difficult economic environment over the past few years and have focused our development around what we can control ourselves: our people and our built environment."

"Our culture is one of 'development from within' to continuously help our people drive our business forward. It's not just our customers who are very loyal to us, many of our workforce are longstanding and have grown their careers with us."



This reflects in Hadwins maintaining their independent status; most Audi/Volkswagen Centres are part of large dealer groups or PLCs and the manufacturers demand high standards from their Centres.

"Being the Audi and Volkswagen representative in South Lakeland demonstrates their trust in Hadwins as an independent entity, something we are very proud of."

As for the physical size of the business, Hadwins began a 5 year programme in 2014, extending and improving capacity within the existing premises.

Paul Crewdson explains "Our 2020 ambitions began in earnest in 2014 with the extensive refurbishment of our Hadwins Volkswagen showroom in Lindale, along with extension of facilities to the rear of the site. With hybrid models anticipated to become commonplace, our capabilities and staff need to develop to support these new technologies. Across the business this will mean the ability to display 22 new Audi / Volkswagen vehicles, over 120 used vehicles and a total of 32 workshop lifts.

"Along the road at our Lake District Audi site our additional six-bay workshop is built and operational. The new Sport showroom (where we will showcase Audi R8 and RS models) is complete, as is our main showroom refurbishment, displaying all new Audi models in a new look in-line, utilising the latest Audi showroom concept.

A mezzanine level with offices and meeting spaces is also included, which will make full use of digital presentation technology.

"Our business aspiration is to be the number one premium motor business in South Lakeland." concludes Roy Allen, "We know that this can only be achieved by moving forward, investing in our facilities, re-inventing and improving our customer offer and, crucially, continuing to support the development of our people."



Hadwins (Lindale) Ltd / Lake District Audi

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Welcome to South Lakeland

A Breath of Fresh Air for Business

An area known globally for its astounding natural beauty and unique vibrant culture, South Lakeland is also home for a thriving and innovative business environment where companies can become established, grow and prosper.

The entrepreneurial business spirit is strongly encouraged in South Lakeland, reflected in the healthy number of fledgling enterprises setting up each year in our region, and our work also encompasses projects designed to help make the first steps to start-up as easy as possible.

The Economic Development Team at South Lakeland District Council are an inward investment service providing information and support to businesses of all sizes, covering all industry sectors, whether you are already here or are looking to locate your operations in South Lakeland.

The Economic Development Team are here to help your business uncover the exciting potential that exists here. Should you have any questions, we are on hand to assist and tell you more about the opportunities to be found in the most beautiful corner of the UK.

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