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SHANNON SLAUGHTER DEALER PRINCIPAL - HYUNDAI PEMBROKE







HYUNDAI
Hyundai Pembroke
sslaughter@hyundaipembroke.ca
www.hyundaipembroke.ca

General Manager
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Shannon Slaughter has a new title, Dealer Principal (DP) of the dealership Hyundai Pembroke, located in between Pembroke & Petawawa. Shannon says that this title is something that she is incredibly proud of, 'There aren't many women Dealer Principals in the Automotive Industry, it has been a male dominated industry for a very long time - it's time for change, progress, and diversity'.

Shannon grew up here in the Ottawa Valley. She attended Dalhousie University in Halifax, Nova Scotia and worked for the Halifax Mooseheads before making the decision eleven years ago to leave the East Coast and head back home to the Ottawa Valley to join their Family owned Hyundai Dealership.

'I had never worked in the Automotive Industry (with the exception of washing cars one summer). I knew the learning curve was going

to be steep but I was determined to learn everything. My father took me along to every meeting and made it very clear from the beginning that I had to earn my stripes. I worked long hours and worked through three consecutive pregnancies (my water actually broke for my first son a month early at my desk while I was working).'

Hyundai Pembroke been awarded the prestigious President's Award of Merit multiple times and the dealership has been recognized as one of the top performing Hyundai dealers Nationally. 'To represent Hyundai Pembroke as the DP is an opportunity for me to continue my family's commitment to Hyundai & our community here in the Ottawa Valley for generations to come. Our family owned & operated dealership's reputation is built on honesty, transparency and exceptional customer service.'

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