



We are proud to announce that we are the first and only dealer group in history to achieve the distinction of being ISO 9001:2008 and ISO 14001:2004 certified.

In the world of quality standards, ISO is the “Ten” and is clearly superior to all others in this business. I believe we’ve achieved this recognition because our customers’ experience has always been our primary focus.

This registration process took the combined efforts of all our Fitzgerald Auto Mall associates, several university professors and of course feedback from our customers on what we’re doing well and what needed improvement. We will stay on our journey of continual improvement as an integral element in the management of our business, both to serve our customers better and to maintain this remarkable achievement.

Thank you for the opportunity to serve you.



There's just no better way to go!

FITZGERALD'S ENVIRONMENTAL MANAGEMENT POLICY (EMS)

Fitzgerald Auto Malls recognizes our impact and responsibility to the environment, our customers and our associates. We are committed to establish and maintain an Environmental Management System (EMS) that goes beyond simply meeting environmental laws and regulations, but extends to our everyday practices and business decisions.

We are committed to:

- Provide a safe working environment for our associates, customers and the surrounding communities.
- Reduce the environmental impact and potential pollution of our products and services whenever possible.
- Meet or exceed the requirements of environmental laws and regulations that relate to our products and services.
- Continual improvement through the assessment and monitoring of our environmental impact.
- Create a culture of awareness and commitment to Fitzgerald Auto Malls' Environmental Quality Policy.

WHITE FLINT
N. BETHESDA
Rockville Pike
800.253.4954

WHEATON
888.933.7400

GAITHERSBURG
800.670.4801

ANNAPOLIS
Hudson Street
800.479.0806

FREDERICK
800.428.6255

WHITE FLINT
N. BETHESDA
Nicholson Lane
888.770.3300

ANNAPOLIS
West Street
800.286.8269

CHAMBERSBURG
800.811.7519

CLEARWATER
800.799.1808

www.FitzMall.com

Fitzgerald AUTO MALLS
FitzMall.com Always Low Price Since 1966

**FITZGERALD AUTO MALLS IS
NOW CERTIFIED TO ISO 9001:2008
& ISO 14001:2004**



**Every dealership
claims to be the best,
but only Fitzgerald
has proven it
by meeting the
very stringent
ISO requirements.**

The only dealer group
ever in North American
history to achieve this
level of quality.

Fitzgerald AUTO MALLS
FitzMall.com Always Low Price Since 1966

ISO 14001 & ISO 9001: THE HIGHEST BUSINESS STANDARDS FOR QUALITY AND THE ENVIRONMENT

WHAT IS ISO?

ISO stands for The International Organization for Standardization. Established in 1947 and based in Geneva, Switzerland, the International Organization for Standardization undertook the task “to facilitate the international coordination and unification of industrial standards” and as a result, provide businesses and consumers with assurance of quality for a wide variety of products and services. To accomplish this task, the organization set up a network of institutes charged with establishing standards of quality.

ISO is now a network of national standards institutes from 161 countries working in partnership with international organizations, governments, industry, businesses and consumer representatives to establish a bridge between public and private sectors.

WHAT DO THE ISO STANDARDS MEAN?

The majority of ISO standards are highly specific to a particular product, material, or process. However, ISO 9001 (quality) and ISO 14001 (environment) are “generic management system standards”. “Generic” means that the same standard can be applied to any organiza-

The ISO certification is universally recognized as the most powerful worldwide endorsement of a business’s quality and environmental policies that an organization can earn.

tion, large or small, whatever its product or service, in any sector of activity, and whether it is a business enterprise, a public administration, or a government department. ISO 9001 contains a generic set of requirements for implementing a quality management system and ISO 14001 for an environmental management system.

HOW DOES A BUSINESS QUALIFY FOR ISO CERTIFICATION?

Businesses, including manufacturers and service companies, submit to scrutiny by an accredited registrar followed by multi-day, in-depth initial audits and ongoing on-location surveillance audits to maintain the distinction of being ISO certified.

In addition to the service quality standards which apply to organizations like ours, there

are two other primary areas to which organizations can become registered: Manufacturing and Environmental.

To achieve certification, we employ a process based management system that focuses totally on a customer’s experience from beginning to end and seeks to improve that experience. To maintain certification we must continually improve our customer’s experience.

WHAT DOES ISO CERTIFICATION MEAN TO OUR CUSTOMERS?

A Better Service Experience! Consumers and businesses throughout the world can be assured of the highest quality standards in all aspects of their dealings with an ISO dealer group like Fitzgerald Auto Malls. The standards established by the auto manufacturers are low compared to ISO standards.

Ask any Fitzgerald sales associate to demonstrate how serious we are about meeting ISO quality standards by showing you our customer feedback. For more information, call us at 301-881-4000 or visit us online at www.FitzMall.com.