

World Class Automotive Group Dealerships Receive Ford's Highest Consumer Satisfaction, Sales Awards

Dallas and Houston-area locations recipients of numerous accolades for sales and service

DALLAS ([PRWEB](#)) March 17, 2021 -- The World Class Automotive Group is pleased to announce the family-owned dealership group's Lincoln and Ford locations have once again earned the highest customer-based satisfaction and sales awards, including the Ford Triple Crown, Ford President's Award, and Lincoln Leaders in Excellence.

Randall Reed's Planet Ford in Humble, Planet Ford in Spring, and Planet Ford 635 in Garland are all repeat recipients of Ford's utmost honors, the Triple Crown and President's Award. Planet Ford Dallas Love Field garnered the Ford President's Award. In addition, Planet Lincoln in Spring was named a Lincoln Leader in Excellence. The Texas-based locations are among a select and leading group of Ford and Lincoln dealerships to receive the exceptional recognitions from the Ford Motor Company.

"It's amazing. We're so very proud of our World Class team and the continued recognition for their award-winning work helping our customers with their automotive needs," said Randall Reed, CEO of World Class Automotive Group and Reed Family Enterprises. "These are difficult awards to achieve once, so to earn these elite accolades again and again, especially during the past year's challenges, is nothing short of incredible. It speaks to and shows how committed our dealership family is to providing the very best automotive experience for our community," he added.

The awards – only bestowed to a small number of dealers – distinguish the top-dealerships that have excelled in automotive retailing by providing both exceptional service and customer satisfaction. The Triple Crown is earned by only one percent of dealerships. In order to be recognized, a dealership must receive all of Ford's top honors, which include the President's Award for customer service; One Ford Elite, which is based on vehicle sales; and the Ford Customer Service Premier Club.

"Customer satisfaction is paramount," said Shelby Reed, co-owner of the dealership group and President of Reed Family Enterprises. "That makes these awards all the more important because they are based on our customers' feedback and overall happiness. As a family-owned dealership group, we believe in taking care of every customer like one of our own. That core philosophy is carried out by our team who continues to provide consistent, quality, and award-winning service."

Sherry Reed, co-owner, agreed. "These awards happen because of our team and how much passion they have for the people they help every day. Keeping our customers happy is always at the heart of all we do. We're blessed to have caring dealership families that help us attain and maintain this high level of satisfaction. We are thankful for our team and our wonderful customers. We look forward to assisting with their automotive needs."

Planet Ford in Humble, Texas has earned the Triple Crown and President's Award an astounding nine years in a row. Planet Ford in Spring, Texas has earned five Triple Crown and seven President's Awards since 2002. It is also the No. 1 dealership in greater Houston for the past 19 years.* Planet Ford 635 in Garland, Texas has earned 12 President's Awards, nine of which have been consecutive and eight Triple Crown Awards since 2001. Planet Ford Dallas Love Field in Dallas, Texas has earned the President's Award 19 times, among other honors. In addition, Planet Lincoln in Spring, Texas has earned the Lincoln Leaders in Excellence Award for its



10th consecutive year.

In total, the World Class Automotive Group has earned over 260 awards and achievements since 1996. In addition, Mr. Reed is the 7th inductee into the Ford Hall of Fame for Dealers and a recipient of Ford's Salute to Dealer Award for his commitment to the community. "That's what it all comes down to – helping our community," said Shelby Reed. "We're here to serve their needs to make the road of life easier and more enjoyable."

About World Class Automotive Group

World Class Automotive is owned by Randall, Sherry, and Shelby Reed. The family-owned business is comprised of several award-winning dealerships throughout Texas, including The #1 Ford dealership in Texas, Planet Ford in Spring, Planet Lincoln in Spring, Planet Ford in Humble, Planet Ford 635 (formerly Prestige Ford) in Garland, Planet Ford Dallas Love Field (formerly Park Cities Ford), Planet Lincoln Dallas Love Field. Learn more at www.ReedHasIt.com.

*Based on retail Ford sales reported by Ford annually since 1998



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