

suburban life

Family owned and operated for nearly 70 years, **Videon Chrysler Dodge Jeep RAM** and **Videon Chevrolet** stand the test of time.

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Videon



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In the Driver's Seat



An extensive selection, stellar service, and “a personal, hometown feel” have helped **Videon Chrysler Dodge Jeep RAM** and **Videon Chevrolet** stand the test of time.

Steve Videon, his three brothers, and his sister grew up surrounded by cars and trucks. Their father sold automobiles for a living, so of course they got involved in the family business at a young age.

When school was closed for snow days, instead of going sledding with their friends, the Videon siblings would be sweeping snow off the cars and shoveling out the lots. In their teen years, they became official employees and each started off in the wash bay before graduating to job titles such as parts delivery, technician assistant, and, eventually, salesperson.

Today, Steve Videon oversees the family business, which has evolved into Videon Chrysler Dodge Jeep RAM in Newtown Square

and Videon Chevrolet of Phoenixville. While he may not have liked the business much as a teenager, he appreciates all of the experiences and responsibilities his late father Frank gave him. Those lessons enabled him to become an honest and fair owner, much like his father.

“You had to go through the different departments and work your way up,” Videon recalls. “You got to know how everything works, what is required for employees to perform their jobs on a daily basis and how to best support the employees. My brothers did it, I did it, my son Matt did it, and now if any of the grandchildren want to be in the business, they’re going to do it, too.”

That philosophy, passed on from generation to generation, has made the Videon family a

trusted name in the community for the past 68 years. It all started when Frank Videon first entered the business as a salesman after serving in World War II, and then purchased his first dealership in 1954 with a partner.

Today, Steve runs the dealerships along with his younger brother Wayne and his son Matt. He aims to conduct himself in a manner that would make his father proud.

“My dad was always very fair and open with people and gave them the benefit of the doubt. I try to do the same thing,” he says. “If you have happy employees, it leads to a happy place to work, and I think that results in happy customers, too.”

Ironically, Videon did not think he was going



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to follow in his father's career footsteps; he doesn't even describe himself as a "car person." He came on board full time after graduating from Villanova University and serving four years in the U.S. Navy, including a tour in Japan. He loves the business nevertheless—the life it has provided for him and his family, and the opportunity to help members of his community.

"I'm a people person so I really enjoy working with our employees and helping our customers," he says. "I've had a very blessed life thanks to the family business. My wife and I have put our five children through college, and we're proud to have 19 grandchildren."

He is also pleased to see the newer generations show an interest in the family business.

"It's fun that we can pass it on," he says. "It's really cool to work with your son; Matt has really taken to the business. This past summer, I had my grandson work in the wash bay where I started and his father started. So we had a fourth generation start in the business, which is great. He's 16 now and hopefully another grandson will start this summer."

Even those employees who aren't actually related to the Videons have come to feel like family. One salesperson is in his 41st year with the company, several other members of the staff have been there for more than 30 years, and many more have over 10 years of service.

That leads to a warm, inviting atmosphere for customers, whether they're shopping for a new car or bringing their vehicle in for service. Every team member, whether he or she has been at the dealership for one year or 40, is expected to have top-notch product knowledge and interact with guests in a friendly and honest way. This is why every year for the past 30-plus years, Videon Chrysler Dodge Jeep Ram has continuously earned Stellantis' (formerly Chrysler) prestigious Five Star and Customer First awards.



"We've grown as a dealership since opening our new building 15 years ago, but we've maintained that personal, hometown feel," Videon says. "We have employees who have been with us for a long time, and that's very important to us. It's important for customers to come in and see a familiar face. When they see the same people, whether it's sales or service, they become part of the family."

"If you have a good experience, you want to come back and work with the same person, or you want to tell your family and your friends about that person," he continues. "You not only feel confident that he or she is good at what they do, but you feel confident that they're still with the Videon dealership."

Working with several manufacturers allows the business to offer a diversity of vehicles, from the iconic—Corvettes and Jeep Wranglers—to the reliable—Jeep Grand Cherokees, Chevy Trailblazers, and Chevy Silverados. Videon also praises the Chrysler Pacifica, a minivan that two of his daughters drive.

No matter which type of vehicle customers purchase from Videon, they can count on the service department to take care of all of their maintenance and repair needs.

"In my opinion, the service department is the backbone of a dealership," Videon says. "Everybody feels happy when they buy a new

car or a used car, but not everybody is happy when they have to go to the service department. In order for someone to buy a second car from us, we have to take care of them in the service department. If we do, they'll definitely come back."

Dependability has been a staple of Videon throughout its existence. Likewise, the company's leadership has followed Frank Videon's example by continuing the tradition of giving back to the community.

"If people needed anything, they would come to my father and he would help them out in

any way he could," Videon says. "We continue to do that today, whether it's supporting the Little League teams, the local schools, or the fire department. We're very involved with the K-9 units, and have donated vehicles and helped pay for dogs."

He is also involved with his church, Bethany Evangelical Presbyterian Church in Havertown, and he serves on the board of Amnion Pregnancy Center in Drexel Hill and Norristown. In addition, he serves as president of the board of Garrett Williamson, a 240-acre farm in Newtown Square that hosts daycare and day camp geared toward underprivileged children.

"To me," he says, "it's essential to give back to the community that has supported us for so long." ■

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