

Exceptional Service. Exclusive Pricing.

Gain access to Canada's largest inventory with an unparalleled selection of brands across more than 70 dealerships.



What is Dilawri Preferred?

Dilawri Preferred is a members-only program that is available to employees or associates of select companies and organizations across Canada. Members receive personal concierge service as well as preferred pricing on new vehicles purchased or leased from any of our 70+ dealerships across the country.

How Dilawri Preferred works.

After submitting a simple online application via a secure microsite, members are guided through the purchase process by a dedicated Dilawri Preferred Concierge. Their concierge will gather and review quotes on the member's behalf, arrange appointments and test drives, answer product related questions and make sure that the buying process is a smooth and hassle-free experience.

How much does it cost?

Membership to Dilawri Preferred is completely free of charge, subject to pre-approval of your organization.

How do I become a member?

Although the program is not available directly to individuals, your company or organization may be eligible to join. Please email dpp@dilawri.ca for further details.

Dilawri Preferred pricing.

We use a transparent pricing model, the full details of which are only available to members. Pricing is based on a small pre-negotiated mark-up over dealer cost, meaning that members always know what to expect and how much they will pay - no haggling required. Plus, Dilawri Preferred Pricing is combinable with existing manufacturer retail incentives.

Combinable with your existing discount programs.

Does your company or organization already have special vehicle discount programs in place with certain manufacturers or brands? If so, many of these discounts can be combined with Dilawri Preferred Pricing to make an already great deal even better.

To learn more, please contact dpp@dilawri.ca

