

Geoff Cox **40** Years 1967-2007

## *Celebrating 40 years*

**Geoff Cox, Denby, are one of the longest established businesses in the area and this year they celebrate 40 years. Started back in 1967 by Geoff Cox, on the same site as it is today, the business originally specialised in the sale of pre-owned Volkswagen and Audi cars... quickly building up a sound reputation for fair dealing and quality vehicles.**

Geoff started his working life as an apprentice at the railways as a plater and welder, he then finished his apprenticeship at Bowmer and Kirkland, he took a career change and moved to Kays in Derby as a trainee car salesman and then finally starting his own business in 1967.

15 years ago, Geoff was joined by his son Neil Cox, who took over operational control of the business and put together a rapid expansion plan which led to the building of new premises in 2003 on the site at Denby. The prominent position of the showroom, with its eye catching modern design, attracted considerable attention and increased trade. Neil is responsible for the company's move into the Motorhome business. He researched the market thoroughly before deciding upon CI as their selected Motorhome dealership. Neil is extremely knowledgeable about the Motorhome business and continues to expand the business, introducing the CI sister brand, Roller Team to the range last year.

The Father and Son team was quickly joined by Gaenor Cox, Geoff's daughter who now looks after the car side of the business. In particular the New Proton range, which was introduced in 2006 and she continues to manage, along with Geoff, the pre-owned car sales. Gavin Cox (another brother) joined in January 2005. He is responsible for all the aftersales care for the motorhomes and cars, as well as managing the newly built workshop.

The success and longevity of the business, is down to a dedicated and caring family with over 40 years experience. Geoff, and Neil, along with Gaenor, form a father, son and daughter partnership supported by a team of experienced staff (including other family members) with an unrivalled knowledge of the Motorhome and car business. This knowledge has been gained over many years of service to hundreds of highly satisfied customers.

Well into his sixties, Geoff continues to play an active part in the business, in particular with Gaenor in the new and pre-owned car sales. When he is not working, Geoff enjoys his retirement by travelling the world with his wife Molly and spending time at the Denby Cricket Club, where he is the President.

**Geoff Cox**  
A successful family business

