


When you wish for a new car,
 Let me tell you where to start.
 Georgetown Chrysler is your mark,
 Get set, go, don't wait, be smart.
(sorry, folks, couldn't resist)

Updating you on my last letter, June sales were lower than forecast. The adjustment we made for July (lower profit expectations, pay more for local trade-ins) worked exceptionally well. This strategy helped us 'Move the Metal'. Furthermore, 91% of our business came from Halton Hills. This is OK, but other than friends, relatives & referrals, I really don't like selling to out-of-towners.

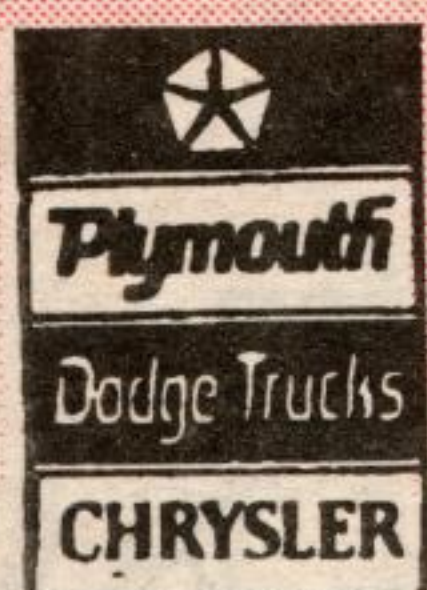
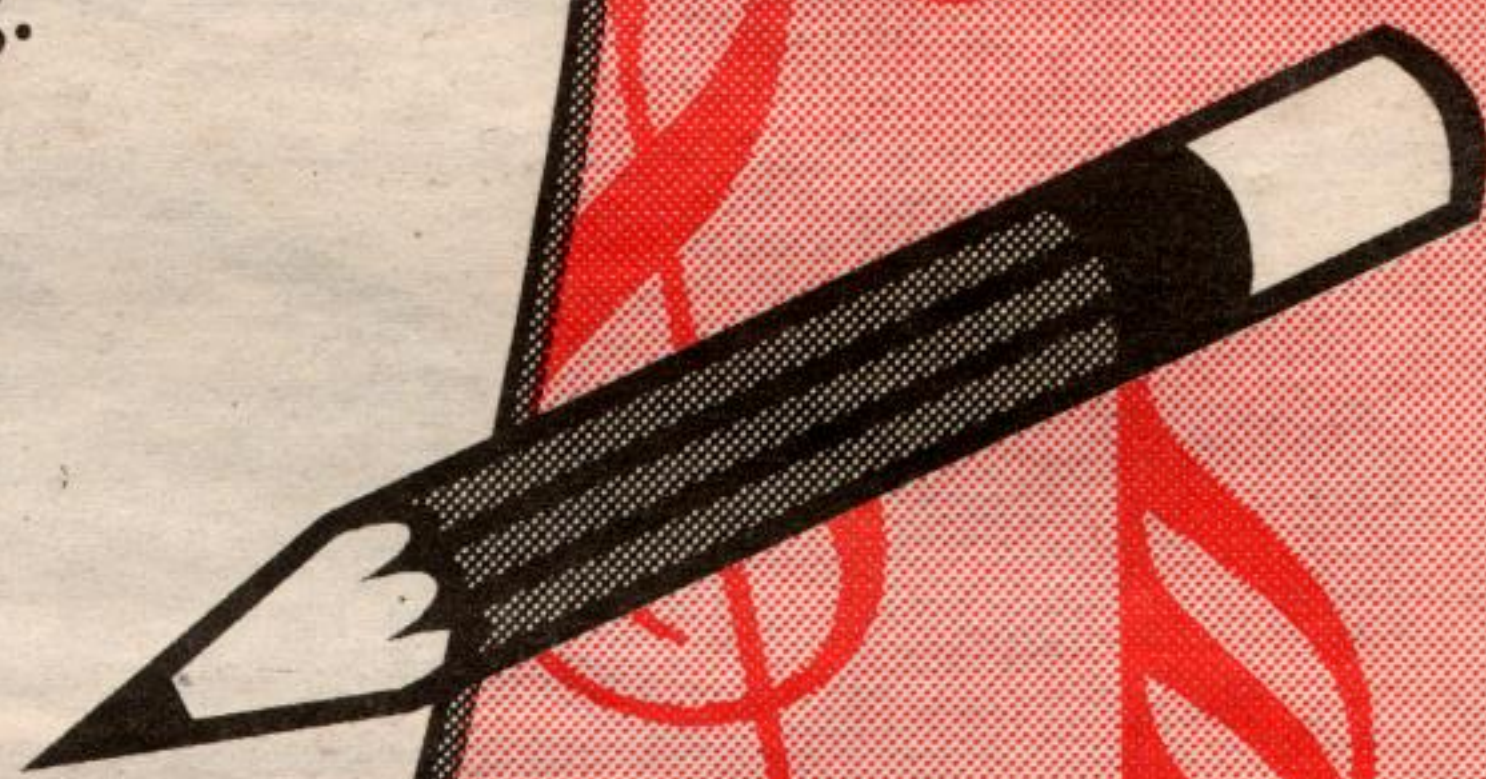
Rubber-necker that I am, seeing foreign stickers on Chrysler products really kills me. Sure, some are visitors or tourists (OK, just visitors), but I know we still occasionally miss a deal because:
 a) you didn't like the salesperson; b) you were not aware we have access to every vehicle in Ontario; c) you were misled into thinking some dealers pay less for factory-fresh cars than we do;
 d) you can't stand my poems.

Finally, I am confident if you take the time to get to know us well, you will understand our sincere desire to exceed your expectations. We didn't become the busiest place in town by tricking & gouging. We've built this dealership through word of mouth advertising.

Thanks,



P.S. - Our July pricing strategy worked so well, we will continue to 'Move the Metal' in August.



GEORGETOWN CHRYSLER JEEP (1993) LTD.

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