

CAN YOU GET THERE FROM HERE?

I started selling cars 11 years ago at a large Lincoln-Mercury dealership in Scarborough. In retrospect times were good. The GDP (Gross Domestic Product) grew steadily through 1988 and employment surged between 2% and 3% each year. Unfortunately these "good times" went unrecognized during that period.

According to one observer "we all lived in nervous anticipation, convinced we were experiencing a fragile recovery, not robust expansion."

Guess what folks? Your writer is a lowly car salesman not an economist but, it seems to me, we might be experiencing the good part of the economic cycle again. If a business has adjusted and modified its approach to reflect today's consumer climate, retail sales should be up. Interest rates are the lowest in decades and the dollar got stronger last week. Politically most of us feel the pain of aggressive deficit reduction but I still wouldn't shift into reverse and move to Quebec.

What the heck does all this have to do with you buying a car from me? This is supposed to be an ad right? Folks, I'm trying to sell you on a philosophy. Our way of conducting business focuses on the top line, not the bottom line. The top line being YOU - our prospects and customers. If you are happy with us and we do our best to keep you happy with Chrysler's products we'll be here to delight you for a long time.

We are smack dab in the the middle of a time when conventional wisdom is lagging behind economic reality. This is a great time to start a business or buy a home but come and see us first so you can seek out your opportunities in the comfort of a brand new Chrysler. You can get there from here!

See you soon.



GEORGETOWN CHRYSLER JEEP (1993) LTD.

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