

Pony customers love to saddle up

Car sales up all over Canada for import auto

Herald Special
The Pony is running loose in Georgetown, along with its sister car the Stellar.

Mirroring the tremendous sales of the Korean-built car, across Canada, the Hyundai dealership on Guelph Street is going great guns.

Recently published figures show that Hyundai again was the top-selling import in Canada during August as sales rose 214 per cent to 8,579.

This represents a 9.4 per cent share of the 91,607 cars sold in Canada in August.

Last May owner Bill Lenstra predicted his dealership would increase from 80 cars per month to 100. He says now his firm is close to

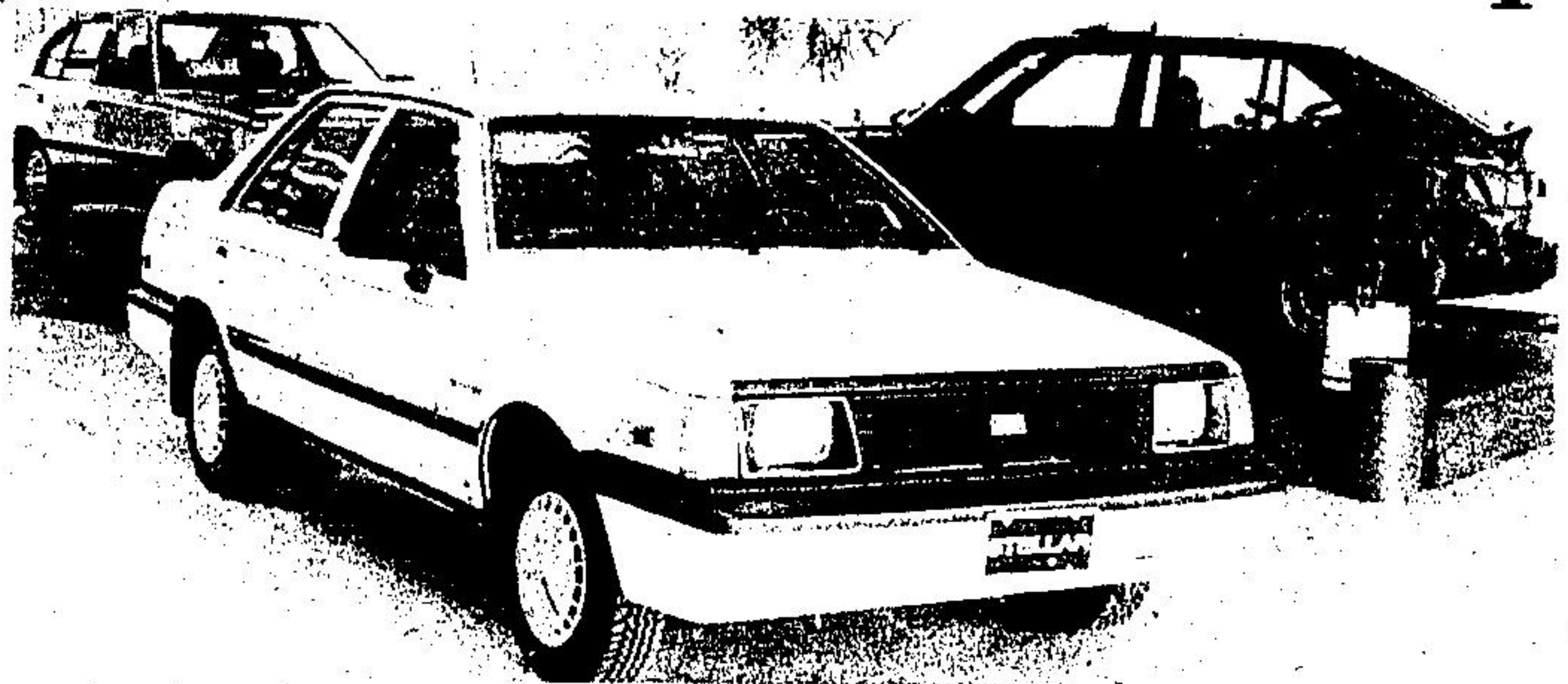
reaching that prediction. Meanwhile, his staff has increased in size from 16 to 20 employees.

Mr. Lenstra credits the success of the car to its features. "It's a tremendous value for the dollar - a good car for a good price," he said.

At the Georgetown dealership, people know they can get good service and experienced help, he said. "We know what the customers are looking for."

The dealership has been able to expand their facilities and have eight service bays, a substantial parts department and a larger lot in which to display the new cars.

Word of mouth is helping to sell cars in Georgetown, said the



Increasingly, more people are saddling up a new Pony or Stellar automobile, the two types of budget-priced models offered by Hyundai of Korea. Bill Lenstra's Georgetown dealership has

expanded measurably after coming to town last January. In the picture above, a Stellar is featured in the foreground of a shot of the Georgetown Hyundai showroom.

owner. It's important to please every customer and look after him or her, he said.

In January the Hyundai people will be coming out with their latest model, called the "Excel". It will be a small front wheel drive

car that is sporty looking, he said.

The Stellar model, which is more of a family-sized car is also selling well in Georgetown. Sometimes in a month the Stellar equals the Pony in sales, Mr. Lenstra said.

He finds that customers prefer when a car comes equipped with a series of standard options so that the only added costs are just the sales tax and freight charges.

Mr. Lenstra is finding that many people who

once only could afford a used car are now saying it's possible to buy a new Pony.

The dealership does take trade-ins on used cars and will even dispose of a car that isn't mechanically certifiable.

The Hyundai dealership in Georgetown has been open in Georgetown since January 1985.

Mr. Lenstra is married with two daughters and one son. He likes all competitive sports.

At Georgetown's Tidy Car their shine is guaranteed

Herald Staff

"If your car interior looks like a garbage can we make it like new. If your car is dull we'll buff it and bring the shine out." Those are Chris Bydevaate's claims, the owner of Tidy Car on 71 Mountainview North.

Their business is to make cars look better longer, and they back their work with guarantees, honored at every Tidy Car in North America.

They offer a shine guaranteed as long as you own your new car. Steam is used to clean the car interior (most companies use only shampoo) after which a

protective coating is applied. A life-long guarantee applies to new cars and a three-year guarantee applies to used cars. "We guarantee stains will come out," Mr. Bydevaate said.

Warranties are insured. If Tidy Car goes bankrupt during the time your car is under guarantee an insurance company will pay for all short comings.

A trip to Tidy Car can save you money and make you money. People trading in cars can get a "quick spruce up" for \$69 and make money on the trade in, Mr. Byde-

vaate said. Rust proofing for new cars and oil spraying for used cars are ways to protect your investment.

Last year the Mountainview shop serviced 1,600 cars. "We serviced every car you can think of. People who can't afford a new car every two years come. People who have expensive cars they want looking sharp come to Tidy Car," Mr. Bydevaate said.

Window tinting, installing sun roofs, pin striping and upholstery are other services offered. Mr. Bydevaate said he could not list all the services offered because they are so many.

"We stress personal service," he said. Shop hours are 8 a.m. to 6 p.m. Monday through Friday and 8:30 a.m. to 12 p.m. on Saturday, but Tidy

Car is flexible. "If someone can't make it in then I'll come in and do the job," Mr. Bydevaate said.

Until two years ago he was used to working nights because he owned a janitorial company which he gave up to concentrate on his thriving Tidy Car franchise, he said. Chris Bydevaate is also an active member of the Kiwanis Service Club and a director on the Georgetown Chamber of Commerce.

He runs Tidy Car with his manager daughter Audrey and a staff of three.

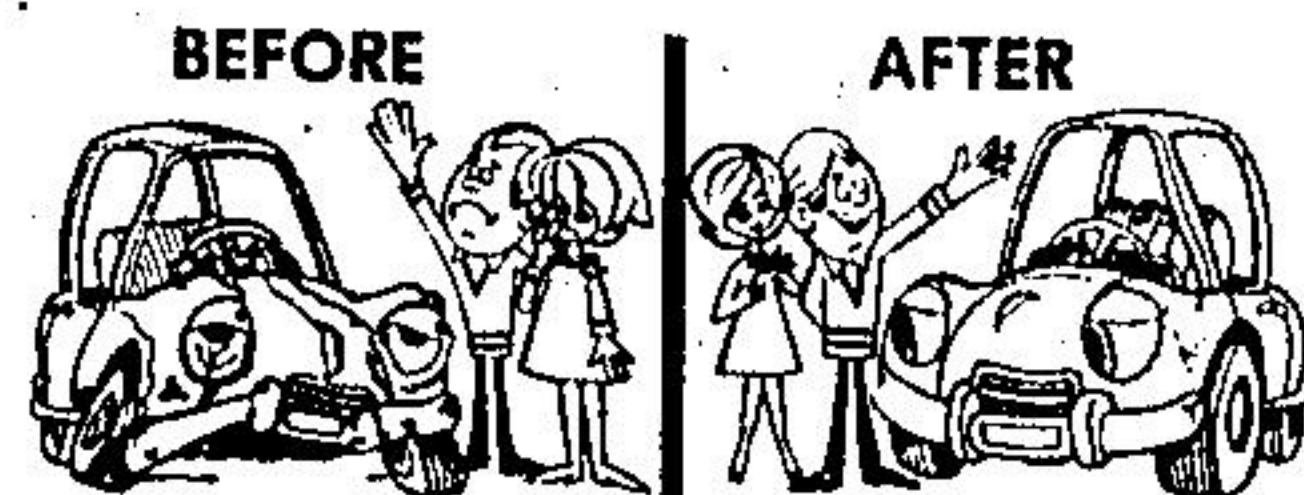
Tidy Car is offering specials on total protection plans for new and used cars. It's time to prepare for winter. If you can't bring your car to the shop the Tidy Car staff will pick it up.

CHILD SAFETY SEATS

Automobile accidents account for more deaths of children than any other accident or disease. In 1982, car accidents were the cause of 650 deaths and 50,000 injuries of children under five.

Eighty percent of children's traffic deaths and 60 percent of their injuries could be prevented by using child safety seats.

JUST LIKE NEW

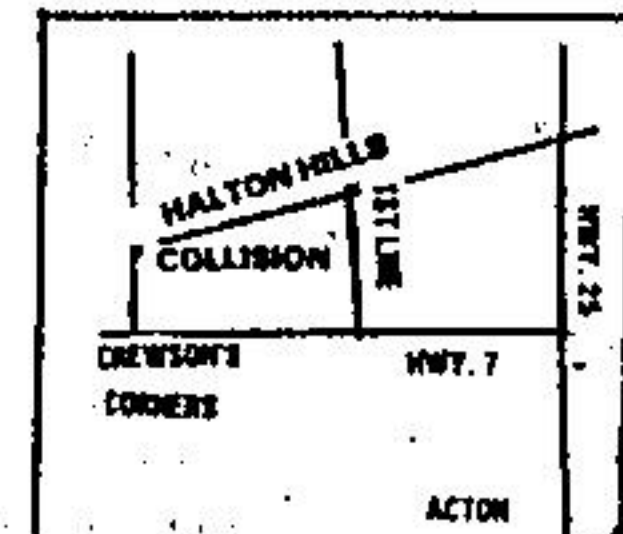


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Complete Collision Repairs and Frame Straightening, Auto Sandblasting and Gas Tank Repair. Acrylic Enamel Paints.

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Car neglect costs mileage

With gas prices falling to their lowest point in two years, it's easy to become complacent about gas mileage.

While a drop in the car's fuel economy may not show up as noticeably on the monthly fuel bill, a combination of mechanical malfunctions still could cost a driver more than \$200 a year in wasted gas.



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