

The Sporta Ford dealership is getting the showroom ready to display the 1987 models.

Sporta Ford dealership offers experienced help

Joe Sporta is a catchy name, especially if cars is your business.

Joe Sporta owns Acton's newest car dealership, Sporta Ford Mercury Sales, at the crossroads of Highway 7 and Highway 25. But he doesn't want to get customers with a catchy name and slick salesmanship. "We are here to help people buy cars," Mr. Sporta said. They are also there to help those who have cars.

With an experienced staff Mr. Sporta can achieve these goals. Bill Chesbro, general sales manager, has 18 years experience. Aubrey Burnett, parts manager, has 23 years experience. Jim Weatherby, service manager has 14 years experience. There tends to be a large turnover of staff at car dealerships, Mr. Sporta said. He plans to keep his experienced staff by offering them an excellent benefit plan.

Joe Sporta wants to remain in Acton a long time. The 39-year-old bachelor has lived in Hillsburgh for the last seven years.

Although it is his first dealership, Mr. Sporta's knowledge of the car business is sound. For the last seven years Mr. Sporta worked in the General Auditor's Office of Ford Motors of Canada. For the five years before that he was in Ford's National Service Office.

Mr. Sporta was exposed to dealership strategies from across Canada when he worked in the office of Ford. He knows which strategy is more suitable for the Halton Hills market. "That exposure was second to none," he said.

One of Mr. Sporta's main philosophies is aggressive advertising. "I want people to know they don't have to go outside of Acton and Georgetown to get a better deal. They can get one right in their back yard," Mr. Sporta said.

Since August there have been a number of improvements made at the dealership.

A new in-house computer has been added at the dealership to help service customers, said General Sales Manager Bill Chesbro.

A mailing of 5,000 letters will be sent out in the next two or three weeks, making contacts with customers and making sure service files are updated.

One of the purposes of the computer is to follow-up on their customers after they've bought the car to make sure they are satisfied with the product. People will be asked to fill out a form with some information about their car which in turn, helps the service and sales staff serve the customer, Mr. Chesbro said.

A new salesman has been added and two new ladies are working in the office. One lady is working on the computer and the other lady is assisting the sales and service staff.

The office has been refitted with a new telephone system to make things easier for both staff and customers.

Sporta has a new roof on one section of the building and the outside has been painted this summer.

Sporta believes in giving their customers the VIP treatment said Mr. Chesbro. The aim of the staff is to

secure and retain their customers and it can only be done if the dealership treats its customers well, he said.

What makes Sporta different from other dealers? "I think we have experience in the car business," Mr. Chesbro said. There is a good team concept at the dealership and "everyone is working to the mutual benefit of the customer," he said.

"You've got to get it fixed right the first time to make everyone happy," he said.

The dealership's customers come from all around, from places such as Guelph, Brampton, Eramosa, Hillsburgh, Erin and Halton Hills.

"There are a lot of repeat sales, but we hope to enhance that number and get the ones we've missed (in the area)," Mr. Chesbro said.

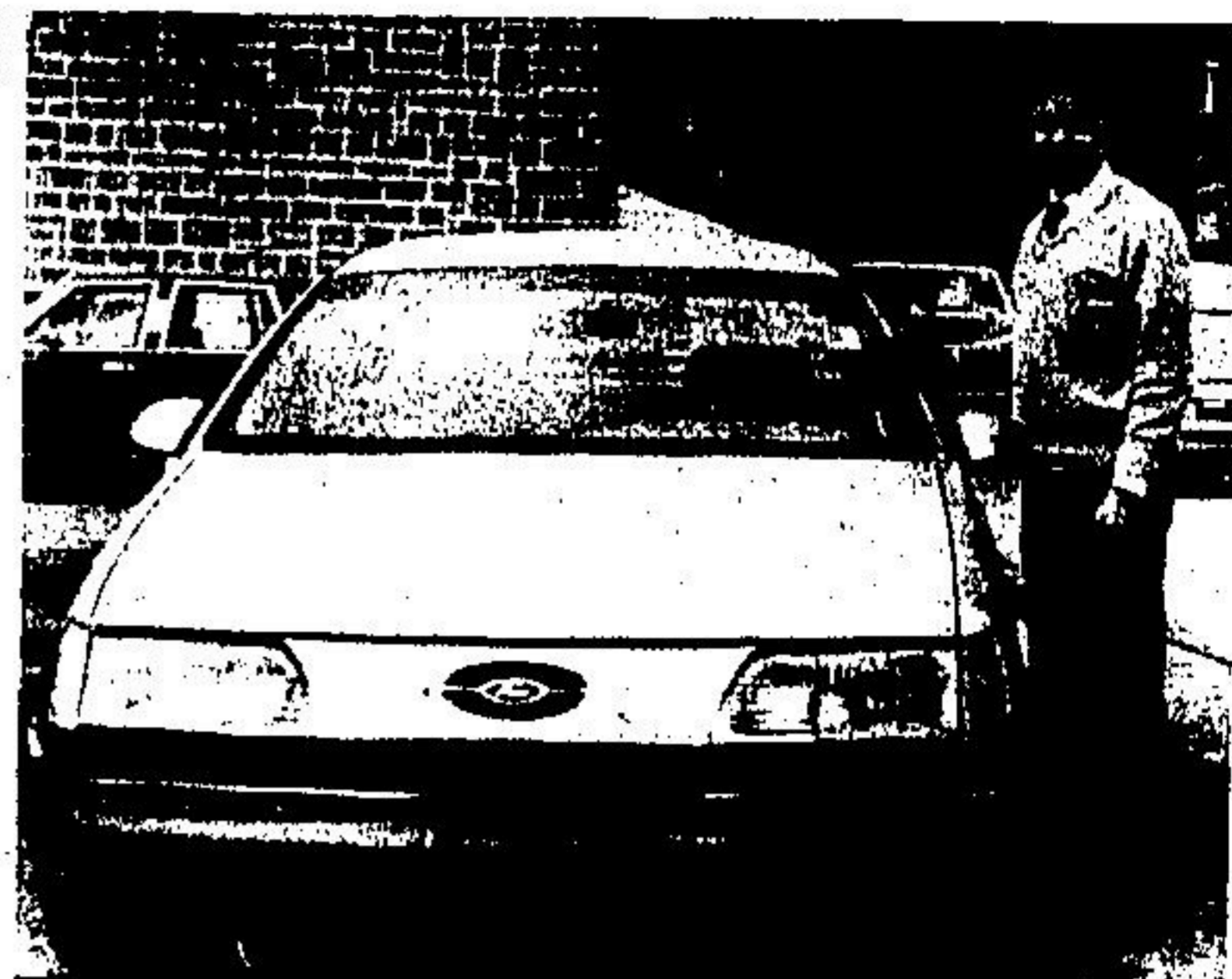
Sporta Ford Sales were at the Acton Fall Fair and the sales staff had a good response from the people. For three days there were 15 cars and trucks on display.

The goal of the firm is to increase sales by 25 per cent. That will probably mean an increase in staff at the dealership, he said.

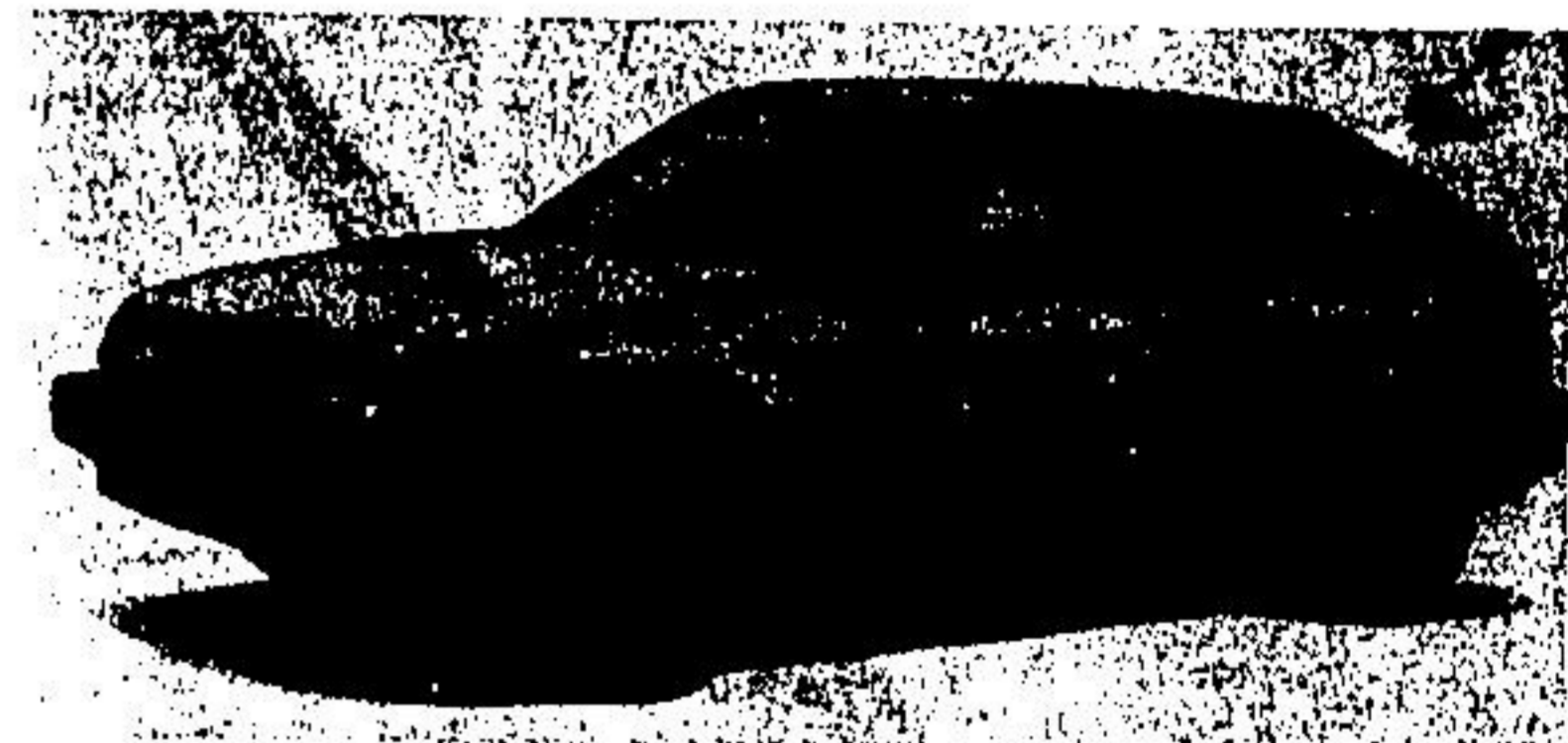
In stock right now are 60 vehicles and 67 new 1987 models are on order. Now is the time to get a good deal on an 1986 car at Sporta, the sales manager said. The clearout sale is Sept. 24, 25 and 26.

Mr. Chesbro feels new car sales will continue to be strong in 1987. Interest rates are still good and there are some good deals on leasing cars.

A promising addition to the dealership will be the Mercury Tracer, said Mr. Chesbro.



Paul Trathem, a salesman with Sporta Ford Sales is seen here with one of the new models for 1987. Since the dealership was taken over in June, there have been a number of changes in the business, including a new roof, outside paint job, new broadloom and a computer to assist the office staff. (Herald photo)



Test drive a Tracer at Sporta Ford in Acton.

"The Tracer will fit in well against the competition. The car has the lowest amount of defects of any car produced," he said.

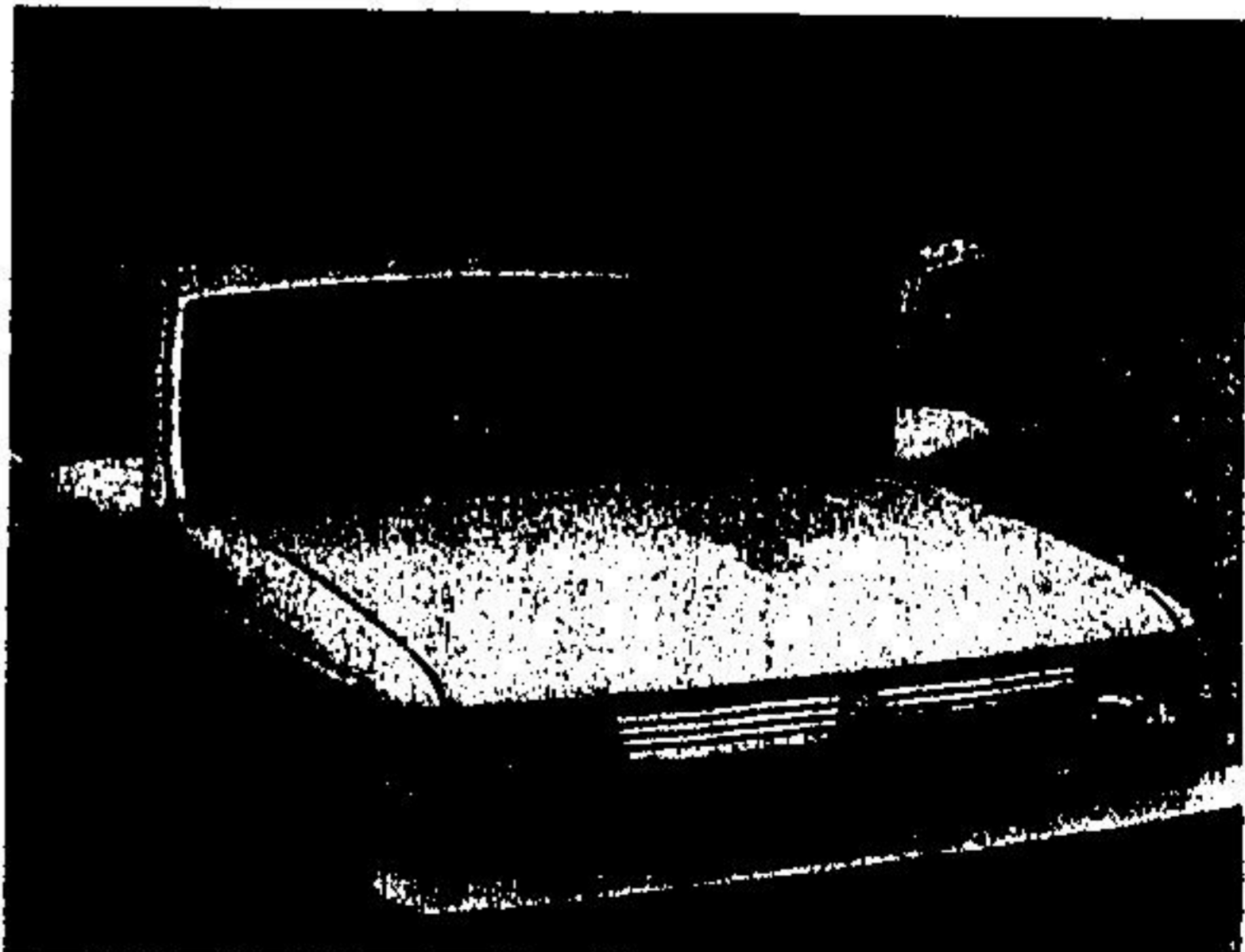
The Tracer is a sub-compact hatchback offering a wide range of standard and optional features.

There have been some redesign changes to the Mustang and Thunderbird, he said. The Thunderbird's hood line is changed and the Mustang has a different styling of headlights. "They fit

flush against the body to improve the aerodynamics," he said.

The Cougar's emblem has been re-positioned and it's on the grill instead of being on the hood of the car. The hood has been redesigned on the Thunderbird.

There are few changes in the Grand Marquis and the Colony Park Mercury models, he said, however, some exciting new colors are being added to the Mercury line-up.



General Sales Manager Bill Chesbro is seen here with one of the Ford models ready for customers to check out. An ad in this week's Herald outlines many of the savings at Sporta Ford Sales. (Herald photo)