

Robertson-Chrysler Dodge

Serving customers for 22 years

Chrysler Corporation has experienced a phenomenal rebirth over the past several years. Chrysler Chairman Leo Iacocca's smiling face and personal guarantees have graced the television screen during the company's growth period and many attribute Chrysler's success to his efforts.

But even Iacocca is quick to point to new engineering advances and company policies as the major reason for Chrysler's success. Howie Nichol, general sales manager at Don Robertson Chrysler-Dodge Ltd. in Brantford agrees with Iacocca.

A veteran in the car business, Mr. Nichol joined Don Robertson Chrysler three years ago. His first stint in car sales was in Kitchener as a used car manager.

But Mr. Nichol has benefitted from Chrysler's resurgence in popularity and he thinks he knows why Chrysler has done so well.

"We've been here for 22 years. We're big enough to handle any amount of volume and small enough to care about our customers," Mr. Nichol said.

He's especially proud of the way several car lines have moved so well. He said all Chrysler's lines have been selling well over the past three years but in Canada the Canada K, or Aries, has been very successful. Mr. Nichol said the name Canada K was attached to the vehicle because it has sold so well in the Canadian market "and it has a nice identity".

The Magic Wagon and Caravan is another Chrysler success story. "The Caravan is the most popular unit that Chrysler has initiated in

many, many years," said Mr. Nichol.

The new Grand Caravan hasn't even been delivered to the dealership yet but it's already a hit, Mr. Nichol said. The new V6 engine, which replaces the four cylinder type, has given the Grand Caravan, which is longer than its predecessor, a better performance engine, he said.

"We've sold more V6 Caravans with the introduction of that V6 than we did with the introduction of the Caravan itself," said Mr. Nichol.

The new LeBaron Coupe is also going to be hot on the market, Mr. Nichol predicted. It's a brand new

car in the Chrysler line. The LeBaron Coupe now has a 2.2 litre, turbo charged, four cylinder engine.

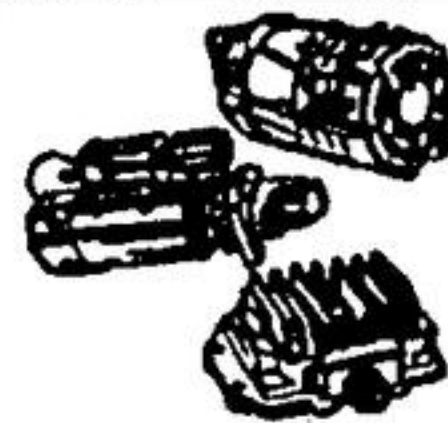
"People say hey, it performs like an eight cylinder," said Mr. Nichol.

The rebate programs are also a hit with new car buyers, Mr. Nichol said. The Canada K cars feature a \$750 rebate from the factory and the rebate programs on other lines in the past have left car buyers with a good taste in their mouths.

But even Don Robertson Chrysler itself won't sit still, he said.

There are things that are going to happen here at Don Robertson Chrysler in regards to a face lift that

are really going to take form," said Mr. Nichol. He couldn't give too much away because he wants to surprise customers.



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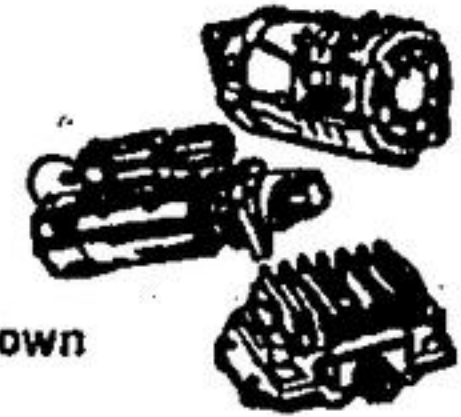
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