

FOLLOW UP LETTER TO HALTON HILLS



Thank you,

Your response has been tremendous. The phone calls from well wishers and the local business community are greatly appreciated. We recognize all of you may not currently be in the market for a new or used car or truck, but it is nice to know we will be considered when that time comes.

Although, we expect moderate growth, we are aware of the problems created by outgrowing your facility. There is no point asking you to wait two weeks for a routine service appointment, because we are too busy. We would lose your business!

Already, Margaret Spence (our extremely knowledgeable service manager) has hired two additional technicians (Halton Hills residents) to ensure you get your vehicle when promised.

Our intent is to be community oriented. As we grow, our commitment will be to hire more locals who will in turn pump more dollars into Halton Hills businesses, creating a ripple effect. I can vouch for this because my wife's and my disposable income goes towards diapers.

Finally, we recognize the competition for your automotive dollars in Halton Hills is very stiff. Our local dealers have developed good reputations and have established a long term client base. Overall, this can only be considered a positive for a new dealer. Our challenge is to reinforce, through value for your money and great service, that Halton Hills is the right place to do business.

Sincerely,

Paul Auty

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