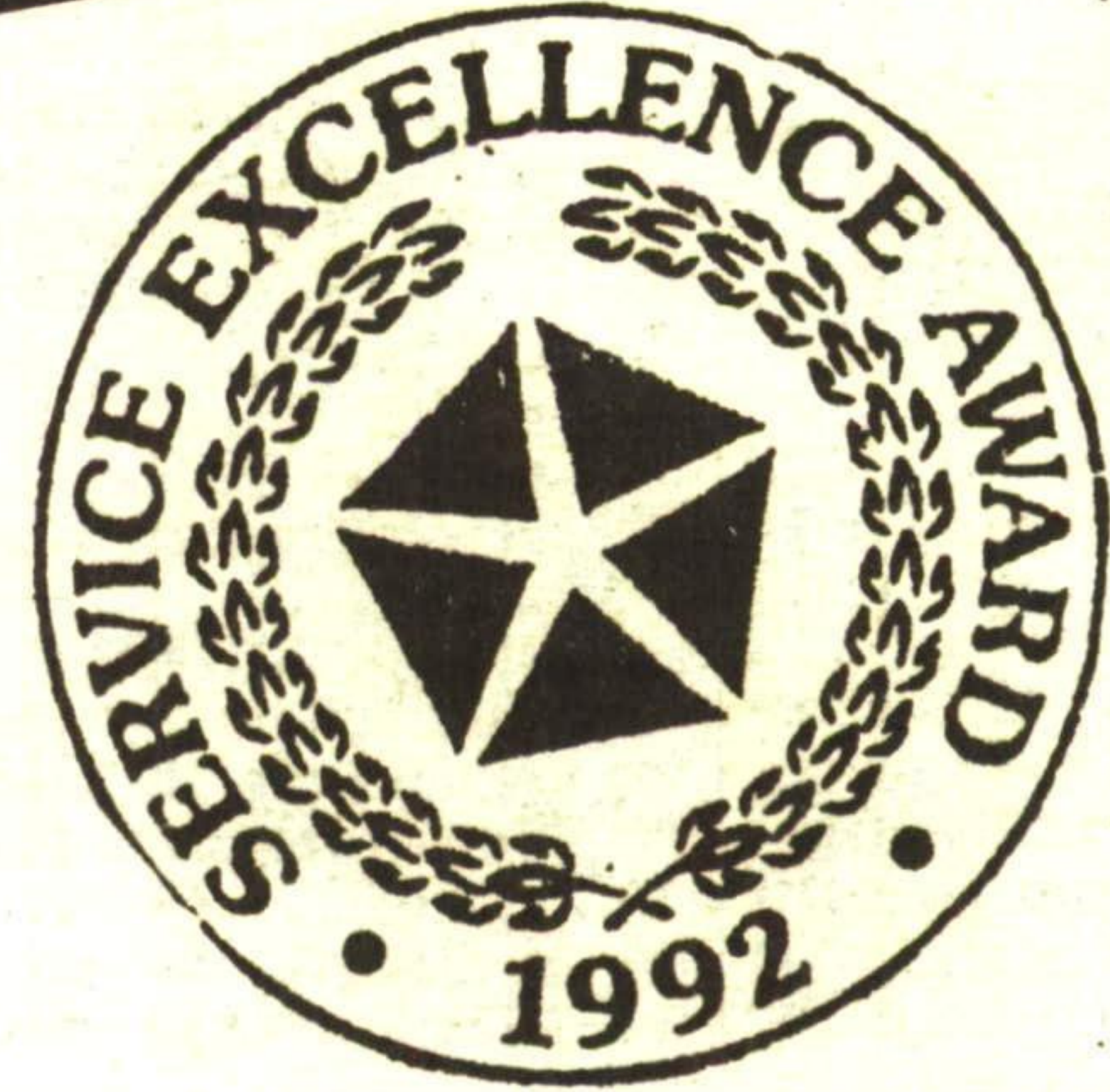


# ANOTHER OPEN LETTER TO HALTON HILLS



"Car Salespeople      "The Dregs of Society"  
                                 "The Lowest Form of Life"  
                                 "Would sell out his grandmother for a buck"

A strong percentage of potential car & truck buyers have long since dreaded the task of acquiring a new vehicle. Although everyone looks forward to taking delivery of their new wheels, many do not like what they went through to reach that enjoyable moment!

Too often, prospective buyers have to endure salespeople whose lack of professionalism forces a decision based not only on make & model, but on who was least frustrating to deal with!

Progressive dealerships are weeding out this dying breed of "Herb Tarleck" clone whose repertoire of cliches irritates today's better informed buying public. Customer: How much is that car? Salesperson: What'll ya gimme for it? Customer: What's my trade worth? Salesperson: I don't know, how much gas is in it, ha, ha, sound familiar?

We at Georgetown Chrysler (1993) Ltd. hire salespeople who have little or no automobile experience and nurture them in the methods of selling vehicles the way people want to buy them. This means acknowledging the fact that it is a big decision and a lot of money. Determining your wants & needs is critical in the process of earning your business.

We have to start with good people. Turnover is high because this job is not easy. Long hours, roughly 18 to \$25,000 in your first and second year and everyone thinks you are lying as soon as your lips start to move! Hey, our industry has earned this reputation over the years but clearly most of us are trying to change that perception.

Finally, our commitment to Halton Hills is to provide you with an honest, hard working and knowledgeable staff. Give us an opportunity to earn you business and we will. If you have a question or concern that went unanswered please phone me directly.

Timing is everything.

Our time is now.



Sincerely,

Paul Auty

**NEW DEALER      NEW PRODUCTS      NEW COMMITMENT**

**Nearly  
The All New GEORGETOWN CHRYSLER (1993) LTD.**

Hwy. #7      (336 Guelph St.)      Georgetown

**877-0149**

**877-5108**

**846-1170**