

**When you wish for a new car
Let me tell you where to start
Georgetown Chrysler is your mark
Get set Go Don't Wait Be Smart.
(Sorry Folks, Couldn't Resist)**

Updating you on my last letter, June sales were lower than forecast. The adjustment we made for July (lower profit expectations, pay more for local trade-ins) worked exceptionally well. This strategy helped us "Move the Metal". Furthermore 91% of our business came from Halton Hills. This is OK, but other than friends, relatives and referrals I really don't like selling to out of towners.

Rubber necker that I am, seeing foreign stickers on Chrysler products really kills me. Sure some are visitors or tourists (ok just visitors). But I know we still occasionally miss a deal because:

- a) You didn't like the salesperson
- b) You were not aware we have access to every vehicle in Ontario
- c) You were misled into thinking some dealers pay less for factory fresh cars than we do.
- d) You can't stand my poems.

- Finally, I am confident if you take the time to get to know us well, you will understand our sincere desire to exceed your expectations. We didn't become the busiest place in town by tricking & gouging. We've built this dealership through word of mouth advertising.

Thanks



P.S. Our July pricing strategy worked so well, we will continue to move the metal in August.

 Plymouth Dodge Trucks CHRYSLER	GEORGETOWN CHRYSLER JEEP (1993) LTD. 336 GUELPH ST., GEORGETOWN 877-0149 877-5108 TOR. 874-4277	 Jeep. Eagle CHRYSLER
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