

# NEWS FLASH

Georgetown Chrysler is finally catching up with the times. Yes we are now computerized. \$90,000 worth. There goes our future profits. Since we gave Margaret 1800 more service customers to deal with, we found her memory being taxed to the max! She's over 40 years old now you know. Wait till she sees that in print.

Introducing a new system into any organization guarantees a certain level of havoc. Resistance to change, tentativeness created by uncertainty and the frustration driven stress level brought on by true professionals with a deep desire to incrementally improve customer satisfaction. (Boy, computers sure bring out the big words eh.)

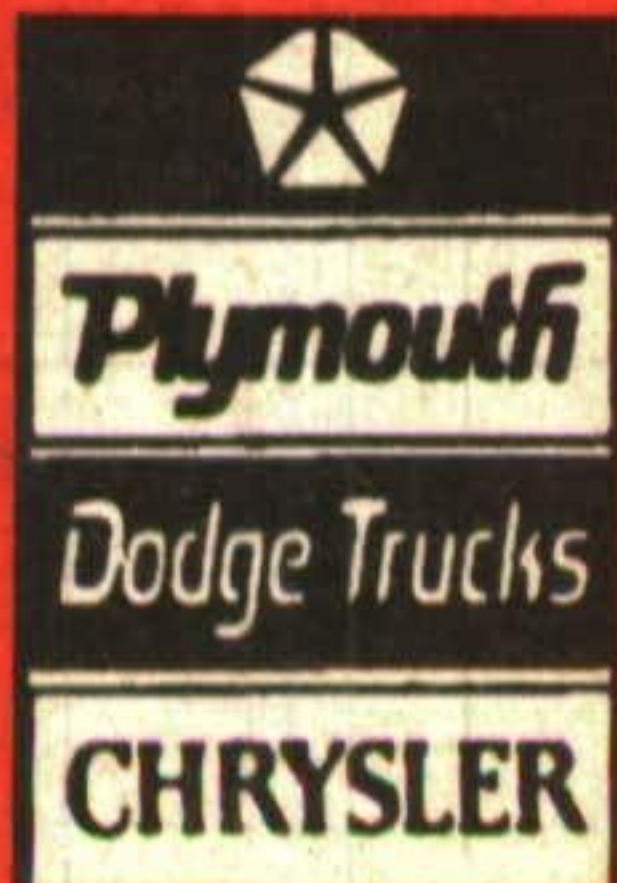
The high tech salespeople tell us in a month's time we'll wonder how we ever got by without their system. We'll see. Meanwhile thank you for bearing with us during this transitional period. Obviously the goal is to improve.

On the sales front, our 1997 models are trickling in. I'm not going to sensationalize and say we have to make room (we have a huge lot), but year end incentives are at their peak. **CAREFULLY** read the major dailies for details.

We will continue to better any deal offered by a competitor to a resident of Halton Hills.

Got to go, my computer e-mailed me for lunch.

*Paul Auty*  
**Paul Auty**



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