

It's Monster Tent Sale Time Again!

Not Here, Though. It's in Brampton ...

Every year I phone and complain about the violation of our gentleman's agreement to strictly advertise locally. Once again, I am ignored. Gee, just like at home.

Anyway, as most of you know, I am not a fan of "event" type selling. My belief is that all this "Greatest Sale in Our History" stuff is wearing thin. I want your business because you are local, you've heard or experienced good things about the quality people who make up our organization and we are willing to sell vehicles to Halton Hills residents for less than anywhere else.

Bottom line is this: If I pay Chrysler \$9,000 for a car, I'm going to price it at \$10,500. If you're local, I'll sell it to you for somewhere between \$9,000 and \$10,000. Every other Chrysler dealer will pay \$9,000 for that same car. If a dealer throws in a trip, T.V., furniture or anything more substantial than a rake, who do you think is ultimately paying for it? Do you really need a live band singing "In the Mood" to you while you are making a deal?

Please remember, I am not trying to dissuade you from shopping around. It's your money and it's a big decision. Just don't get caught up in all the hoopla. Buying a car should be a logical decision, NOT an emotional one. We are, quite simply, a little store with big league inventory, trying to change the perception you have about car dealerships. We're not quite where we want to be yet, but we'll get there. Success is a journey - not a destination.

Sincerely,

P. P. Staley

GEORGETOWN CHRYSLER JEEP (1993) LTD.

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