

The results are in! *Great Year!*

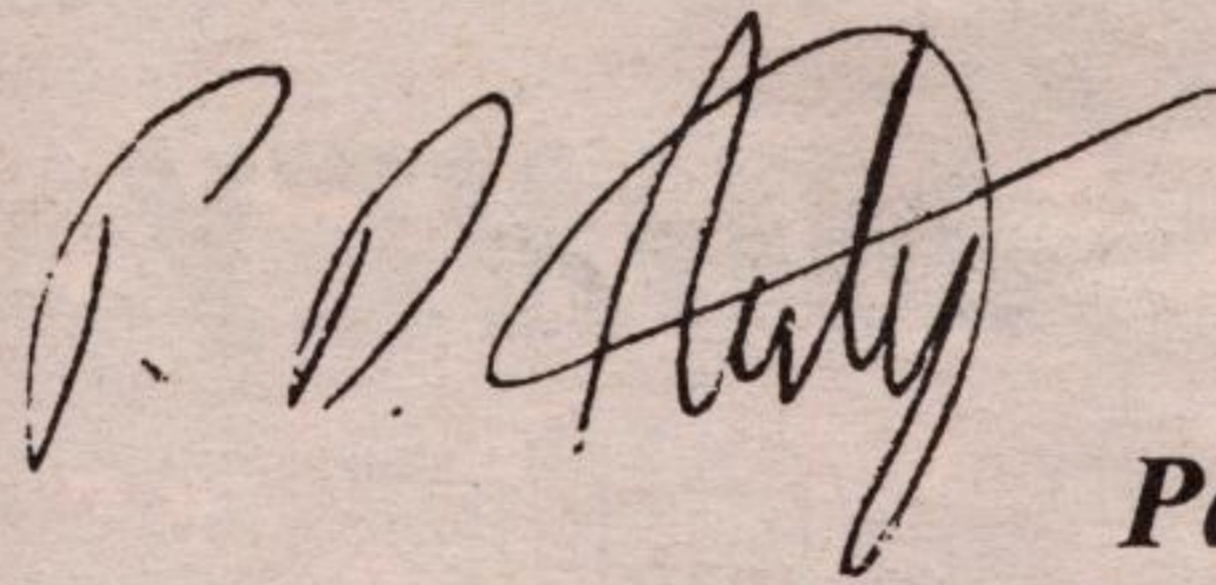
Chrysler's model year runs from October to October and we surpassed our targets. So, how do you think Chrysler Canada rewards me? A couple of free cars? Some new lampposts? Repave my lot? Nope! I get "Way to go kid, guess we'll have to increase your targets for next year, heh, heh, heh." It's like the credit company saying "So hot dog, you rang up that \$2,500 limit pretty quickly, didn't ya? Well, we're raising your limit. Let's see how long it takes you to spend \$5,000."

We believe we can meet these higher volume targets for several reasons:

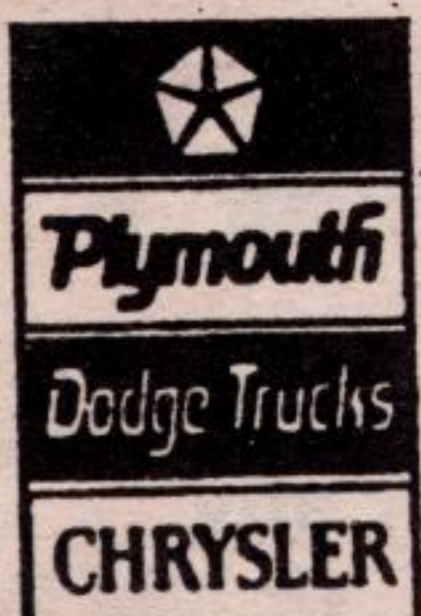
- 1/ Chrysler is producing the finest vehicles it has ever manufactured. The gap between Japanese and North American quality has never been narrower. Furthermore, "Boomers" and Generation "X" want value for their money; we do that as well as anyone.
- 2/ Service - the transition from 100% manual to fully computerised, while shorthanded, was difficult; however, our new technology will give us your complete history on screen enabling us to better service your vehicles.
- 3/ Pricing - Even though our commitment is to sell Chrysler products to Halton Hills residents for less than anywhere else, we still occasionally mess up. One of my neighbours had to buy his Jeep out of town because the Salesperson blew the deal. It really kills me to see that "foreign" Jeep every day, I no longer see that salesman. We will lower our prices even further to virtually eliminate human error.

Finally, we are truly striving to be the best automotive superstore in Halton Hills. It's hard work in a tough business but unless you're the lead dog, the view is always the same.

Sincerely,



Paul Auty



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