

READ THIS

**NOTICE TO CONCERNED PURCHASERS
INVENTORY SELL OFF**

A Chrysler dealer, wishing to maintain confidentiality due to infringements, is required to reduce its new and used vehicle inventory at least \$1,200,000 by Friday, October 25, at 11 PM. To avoid disturbing area market conditions, the sale will not be advertised in local papers and all purchasers must pre-register to be eligible. Sale commences at 2 PM maximum two vehicles per purchaser.

To satisfy this requirement, vehicles will be sold as low as \$1500.00 under invoice for 1996 and 1997 vehicles and Black Book wholesale for used vehicles. All vehicles will be pre-priced. Purchasers must come with all parties to the transaction and prepared to buy on the spot. All factory incentives apply.

Due to the urgency of the matter, no demonstrations will be held and no sales staff will be involved in the financial transactions. All deals will be written by salaried management. Canadian bank and factory financing representatives will be in attendance. Buyers will be present to pay cash for all trades. Minimum deposit \$500.00 cash or credit card only. Dealers welcome.



This ADVERTISEMENT ran recently in the Toronto dailies. I realize Halloween is in the air but wouldn't you rather be Treated than Tricked? No wonder dealerships have a lousy reputation. I really wish we could see an end to gimmicky come-ons designed to lure you into one showroom over another. Save this, sale that, overstocked, 1 dollar over cost, volume discounts, the boss is away, lowest prices of the year, free trip, free TV, free house, free gas station with every purchase.

Hey, maybe I'm wrong. Sometimes I get: 'Hey Auty who do you think you are divulging dealer secrets? How dare you discuss taboo topics such as profit and full disclosure.' I'll tell you what folks. If I worked as hard developing scams as I do dreaming up these letters, I could get real good at it. I choose not to. We at Georgetown Chrysler Jeep want to EARN your business. We want you to visit our showroom because you've experienced or heard good things about the quality people that make up our organization. Yes, we've made mistakes along the way, but we've weeded them out and learned from our errors.

Overall I'm proud of our development. I'm proud of our team. I'm confident in our ability to change for the better and I am proud to be doing it in Halton Hills.

Paul Auty
Paul Auty



GEORGETOWN CHRYSLER JEEP (1993) LTD.

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