

# H<sup>3</sup>

"HEY HALTON HILLS,"

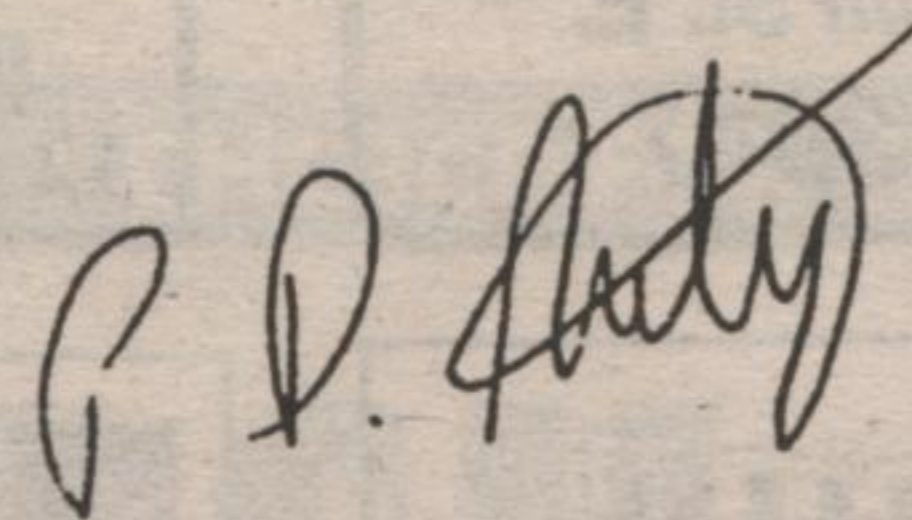
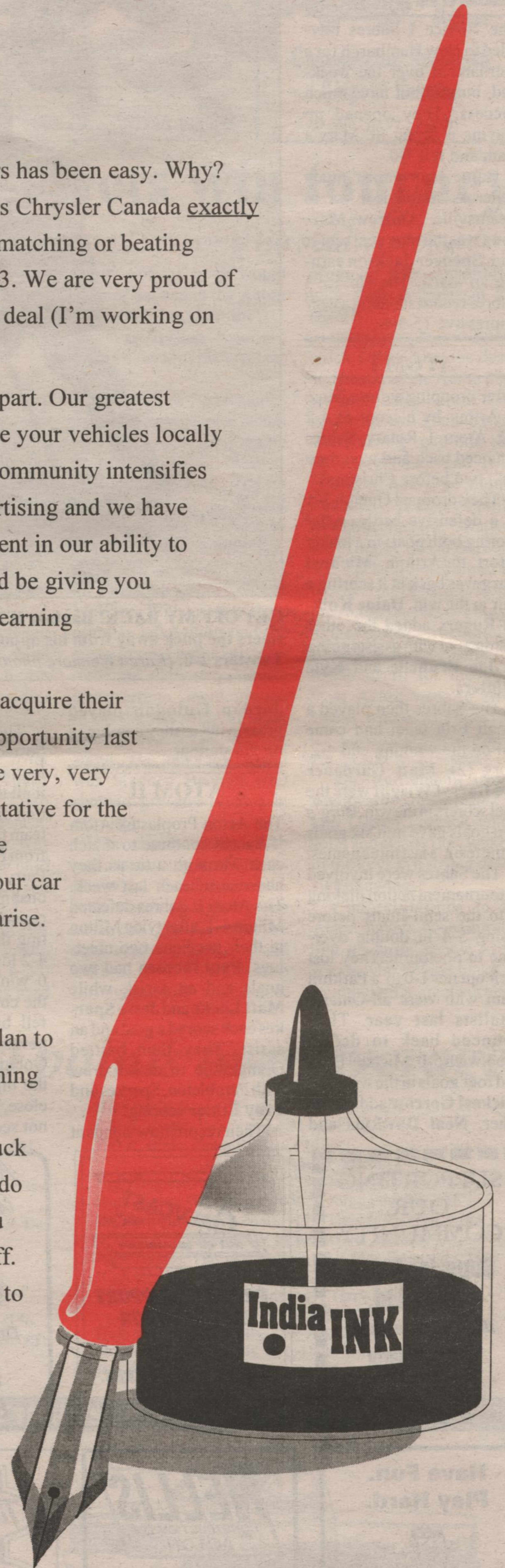
Thanks for an outstanding year, Selling or leasing you new Chryslers has been easy. Why? Because regardless of what any dealer in Ontario advertises, every dealer pays Chrysler Canada exactly the same amount for the same car, truck or minivan, bar none! Our policy of matching or beating competitive pricing for local residents has tripled our volume since April 1993. We are very proud of this accomplishment. We acknowledge the fact we occasionally miss the odd deal (I'm working on that) but overall we're pleased with the progress.

As previously stated, selling you cars and trucks for less is the easy part. Our greatest challenge is to constantly reinforce the intelligence of your decision to acquire your vehicles locally and, more importantly, from us. Obviously, focusing our efforts in our own community intensifies the need to delight our clientele. Word of mouth is still the best form of advertising and we have voluntarily placed ourselves under your microscope. Risky? You bet! Confident in our ability to make this work? Absolutely. Throughout your course of ownership we should be giving you every reason to recommend us to your friends, neighbours and relatives plus earning your business at trade-in time.

This philosophy extends to those who, for whatever reason, did not acquire their vehicle here. Perhaps you just moved to Halton Hills. Perhaps we blew the opportunity last time around. Perhaps you built this car yourself! (Some service customers are very, very knowledgeable). Whatever the reason, we are your Chrysler Canada representative for the area and we will help when we can. Please bear in mind, as many of you have experienced, we will bend over backwards if you made every effort to buy your car from us. Given the chance, we can usually eliminate any objection that may arise.

Finally, becoming part of this community has been a tremendous experience. My wife and I are exceptionally pleased with the way we were welcomed into the area (initially at The Sands and now G-town South) and plan to raise a huge family here. (Right Kim?) All of our personal and business planning has been long term. I consider myself very fortunate to be at this place at this time. It seems the harder I work, the luckier I get. I asked my old mentor Chuck Madott, who is the person most responsible for me being here, What I could do to repay him for recommending me to Chrysler. He said, "Kid, whatever you feel I have done for you, turn around and do it for someone else." Strong stuff. Hope you have a great year and if the timing is right, I'd like the opportunity to earn your business.

Sincerely

## GEORGETOWN CHRYSLER JEEP (1993) LTD.

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