

drive shed

CLASSIC AND ANTIQUE VEHICLES

Honest toil

A profile of Richardson Chev Olds

By ANN KORNUA

You could say their father put gasoline in their blood. Thirty-seven years ago, on a field in Milton at the corner of Ontario and Derry, the Richardson brothers decided to follow in their father's footsteps and make a niche for themselves in auto sales. Morley, and his brother would not change anything and stuck to the principals of honesty and workmanship set down by their father. Richardson's Chev Olds has grown and prospered since their small beginnings, and they have contributed back into the local community.

Morley reflects on the first year he and his brother moved to Milton. "We acquired the location in December of 1967 and we opened in January of 1968 after we did renovations to the building. I was one of the youngest Chevy dealers at the time at 27 years old." Morley said. In 1968, Chevrolet Oldsmobile was famous for its Cutlass convertible and Malibu models. Some would claim that Oldsmobile created the first muscle car when in 1949 its full sized Rocket V8 engine was put into a midsize model to create the Olds 88 and Super 88 series. It was not until 1964 that Oldsmobile returned to this concept, encouraged by the Pontiac GTO. Oldsmobile was the first GM division to follow Pontiac's lead, and began to offer full size muscle in its midsize Cutlass model.

There is more to Richardson Chev Olds than just mean machines. Behind the Corvettes and powerful engines, there is loyalty and respect for the community that the Richardson family has thrived on. "I am blessed with a great staff and loyal customers. People could say we have been sell-

ing vehicles to a second if not a third generation of families. The town has been very good to us and we have given back by supporting charities, sports organisations and church organisations. One of our missions has always been to treat people, as we would like to be treated." Morley said.

"It's a family business; I have two sons who work beside me. My brother is my partner and has been for all along. We actually got started through my father who started in Fergus with his own lot. I had a chance to buy this dealership and I went out on a shoestring and a lot of hard work. We really have been blessed; we have two employees who have been with us since the start. Loyal staff is the remedy for success," Morley explained.

One of those employees, Dave Richardson first came into the lot in 1969 to get his car serviced and within a day, he had a job working for the Richardson brothers. "I remember when I came they were digging out the lot and Morley and his brother were out there helping out. It used to be barren fields all around us, back then. You really see the growth of the town working in this location since the 60's." Dave said.

For thirty-seven years, the Richardsons have been dedicated to their love of muscle cars. On the floor now is a stunning 2006 Chevrolet Corvette, the sixth generation of Corvette blending technical sophistication with expressive style; the perfect sports car for the auto enthusiast. Richardson Chevrolet Oldsmobile is located just off Regional Road 25 on the corner of Derry. 905-878-2393 or toll free at 1-888-461-8888.



Richardson Chevy Olds in Milton before renovations took place back in 1967.



Richardson Chevy Olds as it looks today.



Richardson Chev Olds, from left Paul Amendola Used Car Manager, Brent Richardson, Chris Hafichuk Brand Specialist, Morley Richardson President, Tom Richardson Service Manager, Dave Richardson New Car Sales Manager, and Ron Trevors Sales and Leasing Representative.

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