

Here's what I think... For what it's worth (not much):

If you are in the market to acquire a new vehicle now, do not hesitate. If you were planning to be in the market within the next year or so, step up your plans. Here's why. A question asked quite often by friends, family and neighbours is: "When's the best time to acquire a new car or truck?" Traditionally I have answered this

way: There is no "best" time. Incentive programs at different times of the year differ in target market only (payment buyers, cash buyers, leasers, no payment for x days, etc.). The incentive, regardless of how it is presented, usually costs the

Advertorial

manufacturer about the same with each incarnation. Therefore, find a local dealer with whom you are comfortable doing business. If he or she has served you well, keep going back. If her or she messes up, tell them. Most dealers I know at least

want an opportunity to address a complaint.

NOW, let's fast forward to December 2000. Here's my interpretation of what is going on in the automotive industry and why this could possibly be the best time to acquire a new vehicle. In most cases, particularly with the largest automakers in the world, supply has caught up with demand. Chrysler usually feels the effects before the other big guys for two reasons. Our manufacturing plants, such as the one in Bramalea, are widely recognized as being highly efficient. Combine this with Chrysler's worldwide market share being lower than Ford and GM (not in Halton Hills) and it is easy to understand why we catch up to demand before others.

But as the saying goes "When Chrysler sneezes, the other guys catch cold." So be prepared to hear more about temporary shutdowns of auto manufacturing and supplier plants as the industry "adjusts" and "corrects" its overproduction situation. This is not a time for panic, heck I still have a major expansion in the works. Folks, the market has been "overheated" or artificially high for several years! What's wrong with getting back to "normal?"

Finally, manufacturers are taking a long hard look at this incentive thing. They are expensive to implement and subsequently advertise. Personally, I would like to see them eliminated altogether. I would like the "budget" split between reducing the price of new cars and trucks and a reward system for top dealers in their marketplace. These achievement dollars would then be funneled into local projects such as the hospital, local motion, charities, etc. but that's a little ways down the road, I'm working on it.

SOOOO that's why I think this is an exceptional time to make your deal. I sincerely believe it won't ever be better than it is now. Those of you who have followed my "ads" for the past eight years know I've never said this before. I don't think I'll ever get the opportunity to say it again.

P. P. Auty

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2001 Dodge Dakota Quad Cab



2001 Chrysler Neon



2001 Dodge Grand Caravan

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NO DOWN PAYMENT AND NO PAYMENTS FOR 90 DAYS

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0%[†]

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