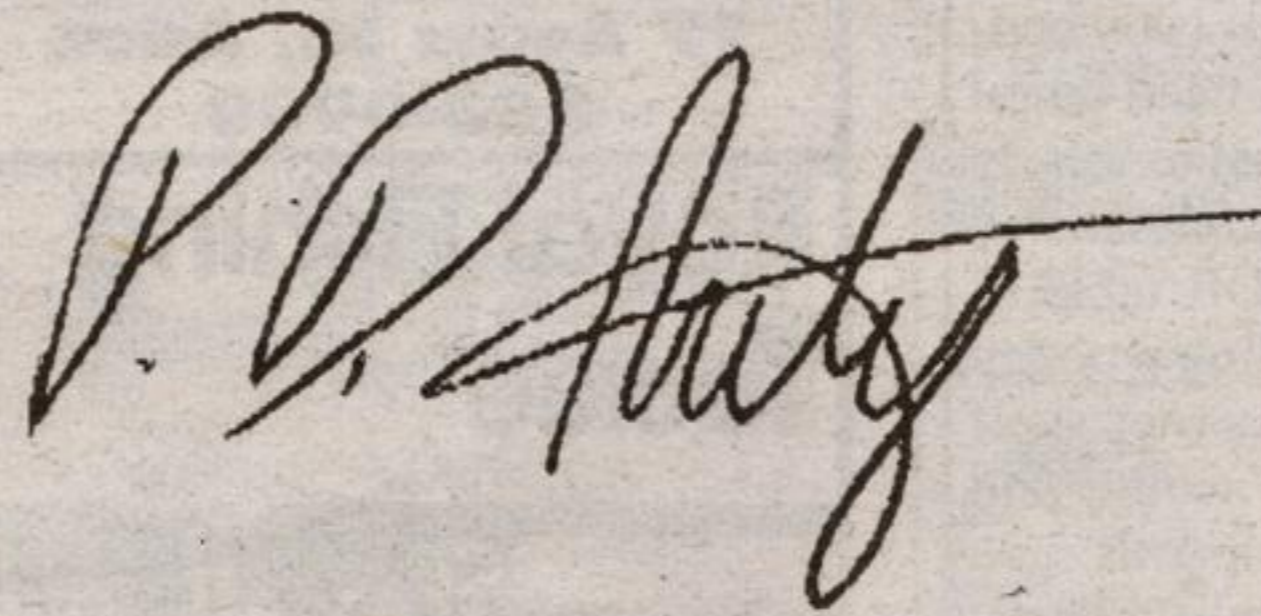


# WOW

Two letters in a row!! Somebody once said "give the people what they want." This, of course, should not be confused with "tell them what they want to hear," because less scrupulous people sometimes interpret the latter as giving them creative licence with the truth.

Here are some truths:

- 1) The management and staff at Georgetown Chrysler Jeep did such a good job growing our business since we opened in 1993, DaimlerChrysler awarded us a second franchise in Alliston.
- 2) Like everyone else, I used to think the more cars a dealership sells, the cheaper they are to buy from the factory. For years the Metro ads have screamed "buy from us because we don't carry the volume!" Meanwhile, the rest of us squeaked "buy from us because we don't carry the overhead costs that the 'big boys' do so we can sell for less." Folks, that's all crap! From Halifax to Vancouver every Chrysler dealer pays the manufacturer the same amount for the same car! Occasionally, Chrysler will offer certain incentives to their dealers based on sales. But every dealer gets to participate because incentives are usually geared to exceeding our current volume. So, if we hit a certain target formulated specifically for us, we can reap a nominal reward.
- 3) Trouble swallowing #2? OK. With the combined buying power of two mid-size stores, I now purchase more Chrysler products from the manufacturer than the vast majority of our dealers in Canada! Hence, I offer you the best of both worlds!
- 4) Finally, we recently added a prominent local individual to our team. You may know Clark Somerville as one of the best food and beverage managers in the hospitality industry or you might recognize him as the straight shootin', highly respected Ward 1 Councillor. Well, I'm here to tell ya, although we have big plans for Mr. Somerville in our managerial ranks, he is currently the worst automotive salesperson in Halton Hills! Why? He doesn't have a clue what he is doing yet. Now is a good time to come in and take advantage of Clark before he figures things out. Besides, we all know he is a great guy but surely we can't expect him to survive on councillor pay.



Attention

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