

# FOLLOW UP LETTER TO HALTON HILLS

Thanks for tuning in to the "Real Auto Insider" last Monday night on Cable 4. Your response via fax & phone has been tremendous. We have decided to devote our entire April 24th program to the most hotly contested issue in the car industry today.

We had to switch gears to accomplish this so be sure you catch it on Cable 4 Monday at 7:30 p.m.

Last week I talked about inventory and allocation. Having access to all the product we can sell means not having to "hold out" for the average profit generally accepted in our industry. Since we can simply phone the factory and replace the vehicle we just sold to you, we can easily fulfill our commitment which is **Sell Chrysler vehicles to the residents of Halton Hills for LESS than anywhere else in Ontario. BOLD STATEMENT! YOU BET!**

Since April 4th, 1993 when given the opportunity, we have never failed to match or beat any competitors' pricing.

Hey, it's your money and you are smart to shop around but if you would prefer to support your local business who in turn supports your (our) community through sponsorships, donations, customer goodwill and local involvement, we all win.

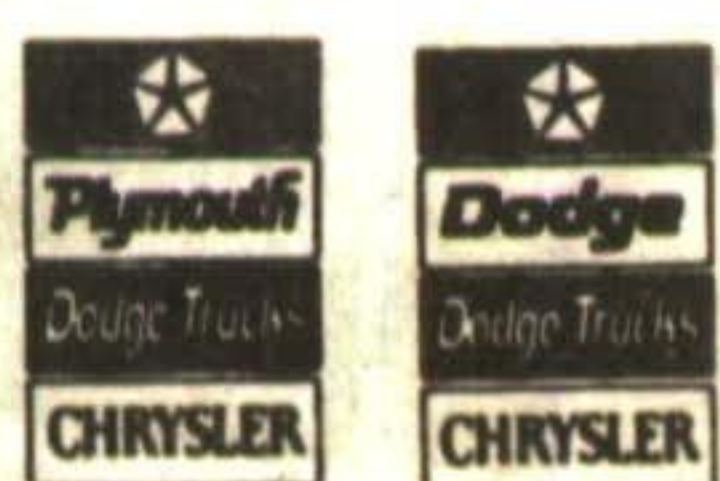
I will always stretch that extra \$200.00 or \$300.00 on your trade to ensure you don't have to deal out of town.

My point is this. Every dealer pays his manufacturer this same amount for the same car. So far in April we have travelled to Pembroke once and the Windsor area four times to get our customer the exact vehicle of their choice. Therefore if you insist on acquiring a vehicle from someone else's inventory, at least let us acquire it for you. No charge!

See you Monday night.

## GEORGETOWN CHRYSLER (1993) LTD.

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