

# We Are Family!

WELCOME TO OUR TREE  
HALTON HILLS.  
FAMILY TREE THAT IS.

It took almost 2 1/2 years, but we did it. Almost half of our sales previously came from out of town. Brampton, Mississauga, Guelph, Milton, Toronto etc.

**WHY?** City people perceive lower prices at "LOW OVERHEAD" country stores! Conversely community people perceive lower prices at high volume dealerships.

**GUESS WHAT?** We are now a high volume dealership WITH low overhead.  
The best of both worlds!

Simply put, we changed the focus of Georgetown Chrysler, everything we do is community oriented. Check out our brand new sign-out front. What do you see? That's right; Chudleigh Blue. Although we are not particularly political we feel it is our responsibility to give the new regime, regardless of party affiliation, every opportunity to succeed. That's what the residents of Halton Hills did for Georgetown Chrysler and we appreciated it.

So Good Luck Ted and your team.

Finally, the desire to own a Chrysler product is still at an all time high. We routinely reject out of town offers for our cars & trucks in order to maintain sufficient inventory levels for hometown buyers. Sound crazy? Here's the philosophy. I sell a Minivan to a guy from Toronto. He bought here because I was cheaper than his local dealer.

I may not see him again. Result? One shot Deal.

If I sell the same Minivan to a lady from Halton Hills, I sell it for less than the Toronto guy. But I get a opportunity to service her Minivan for the next few years. Result: If I fulfill my commitment, I add another member to our Family Tree!

**Yours in Business**

*P. D. Auty*  
**Paul Auty**

**GEORGETOWN CHRYSLER JEEP (1993) LTD.**

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