



# SHHHHHH WANT TO KNOW A SECRET?

Unlike most other retail businesses, the month before Christmas is traditionally a slower time of year in the automotive industry. Consumers are focussing on purchases other than cars and trucks. (remote control not included)

This is the time of year when car salespeople bring the sales manager the most ridiculous offers of the year. They say "Look boss, come and meet my customer". "He lives in a box, visits the food bank daily and just hopes to have enough leftover to buy little Johnny a new pair of laces for his boots." The customer's tears don't look real but the manager accepts the offer. As the family of 6 drive off in their "New" 1994 Grand Caravan, the sales manager feels sad "Man that cardboard box must be bursting at the seams."

## What Is The Moral of This Story?

- A) Auty needs a new sales manager.
- or
- B) This is an excellent time to steal a deal.

Right, but where do you find a good sales manager this time of year?

Kidding aside, we have \$500,000 worth of experienced cars. \$200,000 too much. We also have 14 1995 brand new heavily rebated models which should be in your driveway instead of ours.

Since our business manager isn't very busy either, he has ample time to arrange a no down payment loan or lease which only takes effect in mid January!

In conclusion, please remember a new or newer car with full warranty & reliability will actually reduce your monthly auto expense when you factor in better fuel economy, no repairs or expensive maintenance requirements till your Christmas bills are long gone.

Thanks for reading  
**Don't Drink & Drive**  
Talk Next Week



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