



**CAN YOU
GET THERE
FROM HERE?**

I started selling cars 11 years ago at a large Lincoln-Mercury Dealership in Scarborough. In retrospect times were good. The GDP (Gross Domestic Product) grew steadily through 1988, employment surged between 2% & 3% each year. Unfortunately these "Good Times" went unrecognized during that period. According to one observer "We all lived in nervous anticipation, convinced we were experiencing a fragile recovery, not robust expansion."

Guess what folks? Your writer is a lowly car salesman not an economist but, it seems to me we might be experiencing the good part of the economic cycle again. If a business has adjusted and modified its approach to reflect today's consumer climate, retail sales should be up. Interest rates are the lowest in decades and the dollar got stronger last week. Politically most of us feel the pain of aggressive deficit reduction but I still wouldn't shift into reverse & move to Quebec.

What the heck does all this have to do with you buying a car from me? This is supposed to be an ad right? Folks I'm trying to sell you on a philosophy. Our way of conducting business focuses on the top line not the bottom line. The top line being you our prospects & customers. If you are happy with us & we do our best to keep you happy with Chrysler's products we'll be here to delight you for a long time.

We are smack dab in the middle of a time when conventional wisdom is lagging behind economic reality. This is a great time to start a business or buy a home but come and see us first so you can seek out your opportunities in the comfort of a brand new Chrysler. You can get there from here.

See you soon.

Paul Auty **Paul Auty**

ON NOVEMBER 11 PLEASE REMEMBER THE PEOPLE WHOSE SACRIFICES BROUGHT US THE PEACE WE TAKE FOR GRANTED.



GEORGETOWN CHRYSLER JEEP (1993) LTD.

336 GUELPH ST., GEORGETOWN

877-0149 877-5108 TOR. 874-4277

