

Car Buying 101

Here's the best way to acquire a vehicle at Georgetown Chrysler Jeep. Introduce yourself (preferably with your real name) and immediately inform the salesperson that you are a Halton Hills resident. To reinforce this you can:

- A) Tape your drivers license to your forehead;
- B) Produce a rusty "Kathy Gastle for Mayor" campaign button;
- C) Bring in a half full litre bottle of rural route well water.

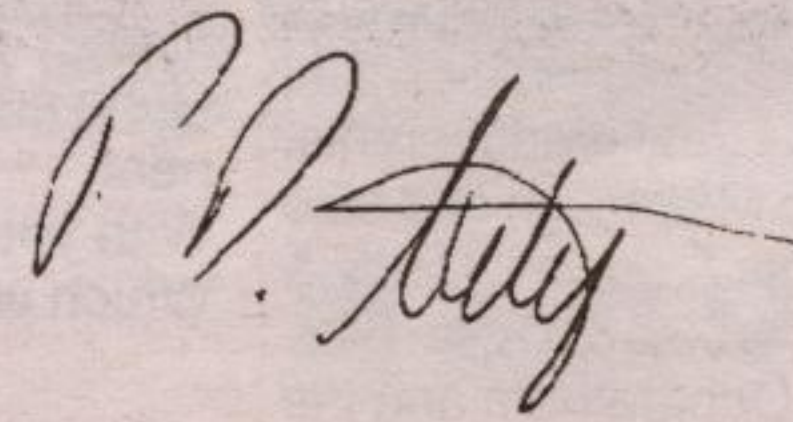
Or (up until this week) simply show up right after your child's hockey or skating practice and we'll be able to tell by the mud on your shoes!

Folks, our philosophy is as simple as we are. We're not here to sell you a car, truck or Jeep - we're here to help you buy one! Tell us you would like to get the absolute top dollar for your trade-in and pay just enough profit on the new one to keep us in business long enough to service you while you own that vehicle. You know what? That's ok. We can live with that.

Now, we all have a friend, neighbour, or relative who CAN'T buy anything in town. In fact they are so "smart" they routinely save "THOUSANDS" of dollars supporting out of town businesses. I'll tell you who they run to for help in next week's Service 101 letter.

Back to the "good" stuff. The bulk of Georgetown Chrysler Jeep's success (back in '93 we barely sold 100 new cars for the year. By '99 we were selling 100 vehicles a month) is unquestionably due to repeat and referral business. We recognize the best way to prosper is to give you a great deal up front and exceed your expectations in our award winning service department, in order to earn the right to re-start the process in 3 or 4 or 8 or 9 years! I'm not too bright (ask anyone), but I know I can't afford to have one Halton Hills resident suggest I tried to gouge them. Therefore, our commitment is to sell or lease Chrysler, Dodge and Jeep products to local residents for less than anywhere in Canada. My goal is to tend to you, your family and friends automotive needs, never giving you a reason to stray. Sound different? Experience it yourself!

Chrysler, GM, Ford, Toyota, Honda, Volkswagen and Mazda all make great products. At Georgetown Chrysler Jeep it's the "people" that make the difference - we would like the opportunity to earn your business.



Attention
FLEET BUYERS
Did you know you can
pick up your fleet
vehicle here?...and
receive the same great
service you've been
accustomed to.

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