

SHHHHHHH, WANT TO KNOW ANOTHER SECRET?

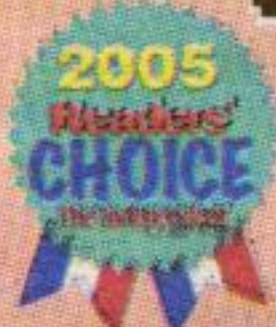


First of all, thanks to the half dozen or so loyal followers of my "straight talkin" ads who phoned asking for more. Secondly, notice the gender switch from last week from male to female. Truth is: A) Women are no better than men at keeping secrets and B) I learned a long time ago, the female persuasion make up 80% of the purchasing decisions when it comes to major ticket items. Our 20% is usually relegated to lawnmowers and big screen tvs'. Long gone are the days when plaid jacketed (I've still got the pants) Herb Tarleck clones barfed out such atrocities as "Have a seat there sweet cheeks we're not ready to pick the colour yet." YIKES!

This week's secret revelation is that my wife (bright, hot & above all tolerant) Kim, has become an integral part of our day to day operation. Initially that had more to do with office stuff than belly to belly on the showroom floor. But, now she informs me that all of this "hemi" talk could potentially alienate prospective female buyers perceiving us as "redneck motors." Kim claims all her friends love our cars, trucks & Jeeps and further suggests that given comparable monthly expenses factoring in payments, fuel costs, insurance & routine maintenance people should opt for a CHARGER over a corolla or civic anyday.

This is good stuff & gives me a clearer view when trying to capture a broad market. Ha! Folks, my intention today was to provide specific examples of vehicles with payments that work out to be less than any previous incentive package but alas I am way past the paper's deadline. If as attempted I have established any credibility with you please see any of our professionals at your local Chrysler Dodge Jeep Superstore. Kim or myself will figuratively roll out the red carpet for you.

P.D. Acton

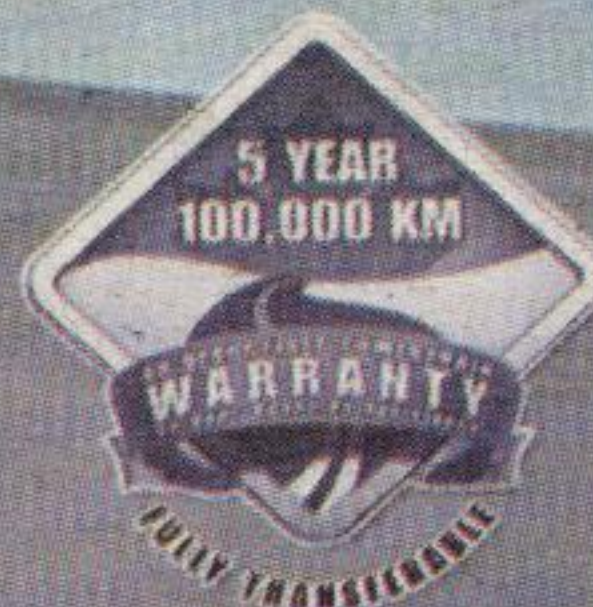


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