

# STOP! DON'T GAMBLE

## On your next compact car purchase.

*Dealers in the car business don't usually get too excited about new product launches. That's because we are primarily business people. The hope is our respective manufacturers come out with desirable, quality products that our existing and prospective clients will consider owning.*

### THAT'S ALL CHANGED.

*The new Dodge Caliber is one month away!  
It replaces the Neon/2.0SX*

*Here are sample headlines and quotes from Canada's top automotive journalists.*

- "Small Caliber, big bang"*
- "Value matches performance"*
- "Cooler in the glove box" (four cans or bottles)*
- "Way-nifty removable and rechargeable flashlight built into cargo area"*
- "Bluetooth enabled U-connect system for the hands-free cellphone usage"*
- "Engines easily beat the best from Toyota and Honda in the noise, vibration and harshness departments"*
- "Think Mini-Me Magnum"*
- "Leg room adequate for four six footers"*
- "This is the first Dodge small car that competes with the Japanese on equal footing"*
- "In a compact car sea of sameness, Caliber stands out"*
- "Assembly quality of pre-production models was excellent"*
- "Powertrain refinement surpasses that of Asian competitors and advanced technology features are not what one normally expects from Dodge."*

*Guess what? I'm excited! Why?  
\$15,995-\$23,995  
When it comes to competing, I love a level playing field.  
See you soon.*

*Love,  
♥♥ Paul ♥♥  
(P.S. Happy Valentine's Day!)*



**336 GUELPH ST. GEORGETOWN, ON.**

**905 877-0149**  
**GEORGETOWNCHRYSLER.COM**