

~~\$8~~ \$7 Million + +

WOW that worked well. We didn't sell \$1 million worth but we got below \$8 million. &&&&& more importantly we freed up a few more customer parking spaces. We will now try to sell 8 cars, trucks & Jeeps a day.

WAY.... YES WAY!!!

Yes, we moved pretty fast last week. Fires were lit in the appropriate areas. Guess what? We can go faster. Kerosene anyone? Once again, doing the numbers and making the deal fit your budget is the easiest part of what we do. Our totally re-vamped Service Department is in charge of eliminating your stress from then on. Loyalty is the key and you can accumulate points to save even more dough.

Big city inventory at rural pricing with personalized care to boot. It's working!!! Speaking of personalized care, (I'll probably get heck for saying this) dealers really do look after their own. Anytime I am asked to go to bat for a customer in trouble my first question is "where did they buy it?". Sure there are extenuating circumstances. Perhaps you are new to Halton Hills, or WE forced you away in the first place and you're just giving us an opportunity to welcome you back. Trust me, we will take everything into consideration to earn your business and keep it. But I gotta tell ya: Three kids injured in a park; I'm checking my own first.

Please remember, all dealers coast to coast pay Daimler Chrysler (yes, we have to buy them) the exact same amount for the exact same vehicle. If I had to spend millions a year in advertising to attract buyers, wouldn't I need more profit per car to cover my overhead?

Finally, I'm not saying don't shop around. Heck, it's your money and we are asking for a lot of it. Come in and show us your driver's license, local addresses are the key. Last week I took a \$1,500 hit (loss) on a brand new vehicle. Why?

- 1) I really really wanted that car to go away (last year's model). Some remain.
- 2) 3rd car purchased from Georgetown Chrysler Jeep. (Loyalty)

While you're here, take a look at the Chrysler and Town approved architectural drawings of your/our new facility.

I saw a few flakes this past week (only one wasn't moving) so, be prepared for winter and get 4 tires for the price of 3*.

Sincerely,

P.D. Auty



*See dealer for details

GEORGETOWN

CHRYSLER



336 GUELPH ST. GEORGETOWN, ON.

905 877-0149
GEORGETOWNCHRYSLER.COM