



YOU'RE IN THE DRIVER'S SEAT

Thanks for hopping on the Georgetown Chrysler Jeep bandwagon. April was our busiest sales month this year and I love momentum. Particularly gratifying are the many improvements and initiatives implemented by our award-winning Service and Parts Team. Our new Service Manager has really opened my eyes, introducing fresh policies and procedures specifically designed to nurture a "customer for life" relationship with our growing clientele. Here's just one example:

New car dealership service departments have been perceived by some to be more expensive than small independent operators or national chains. Why? 1) The national chains have promoted that mindset for decades in their advertising. 2) I know most of the local independent repair shop owners personally. As a group they are honest, hard

working, technically sound businessmen. I like them! BUT, in my 15 years in town I have never ever heard any one of them say "What!!!! The dealership charged you **HOW MUCH?** Wow! I could never match that price! What a great deal." I doubt I'll hear it in the next 15 years either.

Now, having said that, if Grant, Glen, Dave, Jay, Ralph, Bill, Tom, Chris, Wayne, Mike, Jake & Ken are looking after you, stick with them. They are good guys and deserve your loyalty. HOWEVER, here's what we are initiating.

GOOD

BETTER

BEST

Georgetown Chrysler Jeep gives you OPTIONS like steaks on a menu. You can opt for boil in a bag Salisbury, sirloin or filet. Without getting too technical (because I can't) in automotive parlance that translates into:

JOBBER

parts

REMAN

parts

or OEM

parts

Folks, we understand everyone (except city of Toronto workers) has a budget. Our unique approach lets you decide whether your repair bill amounts to \$100, \$200 or \$300. Depending on the quality of part you choose. Even in the healthiest marriages there's a tendency towards spending a little less on your spouse as other expenses mount. The same can apply to your pride and joy in the driveway as the years go by.

Sooooo..... at Georgetown Chrysler Jeep you can now have the same factory trained Chrysler Dodge Jeep expert Technician working for you to ensure a consistently pleasurable ownership experience because you control the pricing.

Finally, our sales professionals are very eager to explain the latest, greatest incentives Chrysler introduced yesterday! Wads of Cash Back or 0% financing. See you soon!

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