

# TOP OF THE CLASS

YOU KNOW, our loyal readership keep telling me their preference in automotive advertising is when I speak directly to you. Whether it be corny poems, lightweight business and social commentary or the occasional “peak under the tent” pertaining to the inner workings of a car dealership.

Well then, Kim and I came to town in 1993 to build a business, start and raise a family. We knew no one. Most of our current friends were customers first. Proudly, I can boast that the few who moved away still come back for purchases or time their “family visits” around their vehicles’ service intervals. It becomes a trade-off in a sense because many Halton Hills newcomers still find comfort in frequenting familiar non-local establishments where they know exactly where the niblets are and the butcher they’ve known for 10 years gives them the perfect cut every time. That’s ok, we the locally owned and operated businesses of Halton Hills undertake this as a challenge (not a problem) to earn the newbies business, and we will!

The second wave of great friendships were sports related. Names will be printed so I’ll warn them prior to publishing in a forthcoming ad. The overwhelming thrust to me by friends, neighbours and first time buyers is this. “LOOK PAUL” if we want to know what Chryslers, Dodges and Jeeps are selling for we’ll either surf or glance at the Toronto dailies. I then hear “look after me and I’m yours”. Then, like another balding Canadian – I yell “DEAL.”

Finally folks, the buzz in the auto industry has been the new Chrysler’s recruitment of the “Best of the Best” talent in our industry. The founder and CEO of our parent company has brought in Bob Nardelli the former head of Home Depot (ever heard of them?), Jim Press, Toyota’s top man in North America as Vice-chair and President (great steal), Phil Murtaugh, formally head of GM Asia (huge gain) and Deborah Wahl Meyer (all star marketing whiz) from Lexus. WOW! It’s like George Steinbrenner paying for top players at their positions. Meanwhile, back at the ranch (336 Guelph Street) we will do the same. Some of our top talent was poached when we became the top selling dealership in Halton Hills. In some cases we haven’t adequately filled the void.

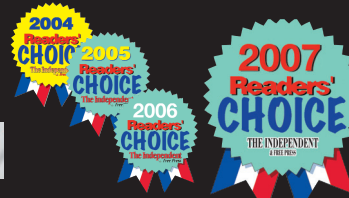
Stay tuned.



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