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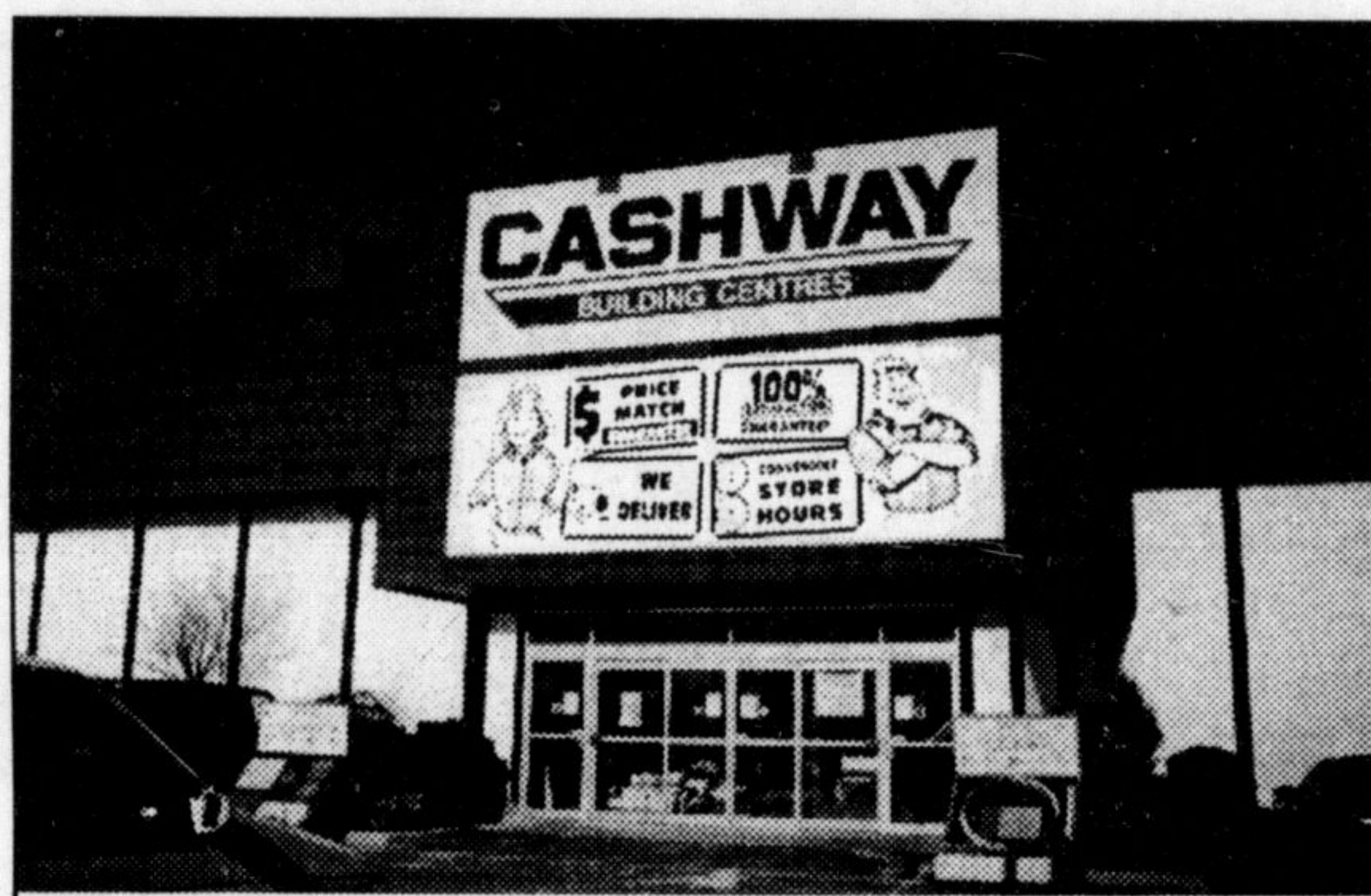
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# #1 DISCOUNT STORE



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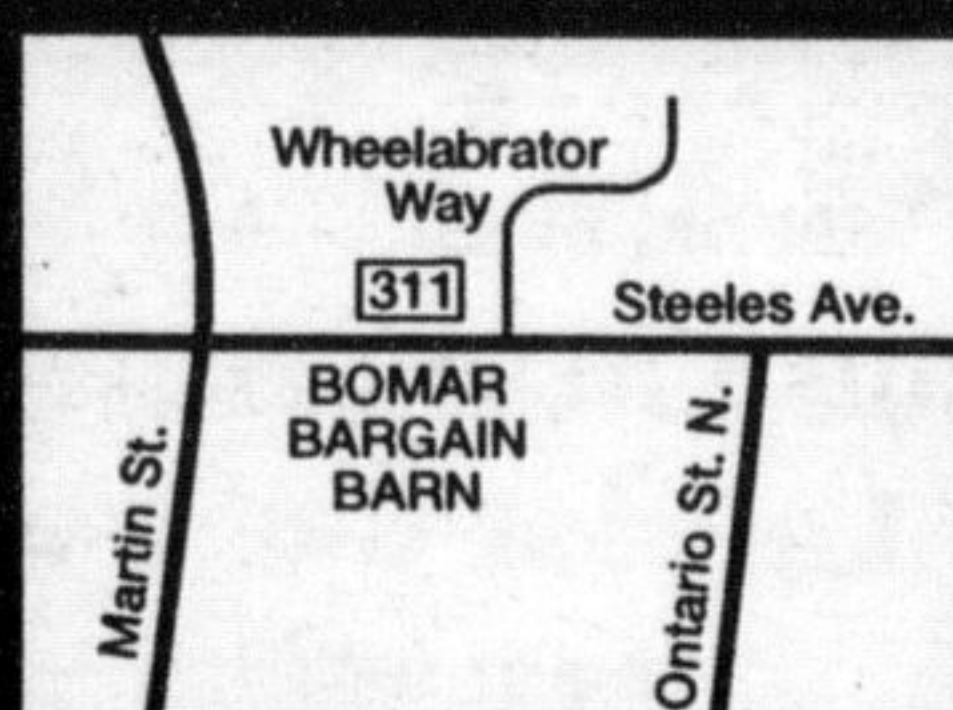
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## Full service car dealer offers sales, decades of experience

Coulter's the name and Nissan is his game. Norm Coulter, owner of North End Nissan at 1610 Martin Street, is into his fourth decade of selling Nissans in Milton.

"It's a full service dealership offering sales, leasing and a Rust Check franchise on the premises," he says.

"Our models range from the basic commuter car to the luxury vehicles and sport utilities. Prices range from the low middle teens, about \$14,000, to \$41,000 and everything in between."

The Maxima and the Ultima were the most popular models in 1998, Coulter says and last year, the dealership won an Industrial Safety Award from the Industrial Accident Prevention Association (IAPA) for the sixth year in a row.

"Our customers like the fact we're hands-on owners," says Coulter. "It's a friendly atmosphere and they're treated on a first name, one-

to-one basis." Coulter's beginnings in the car industry date back to 1955 when he was a mechanic.

The roots of his family-owned business, North End Nissan, go back to 1962 when they opened a service station at Steeles and Martin. In 1969, it became a Nissan (then Datsun) dealership.

In 1972, the business found a home in a brand new building that has been expanded several times throughout the years.

"We have 8,000 sq.ft. of space right now," says Coulter. "About 2,000 of that is the showroom. If you need something, we're here six days a week."

Employee loyalty is a factor at North End Nissan. Coulter's wife Donna has worked alongside him as treasurer of the company for 37 years and many of his employees have logged 20 years or more of service.

## Cutting edge slope, bike gear

If skiing and biking are your sports of choice, Skis and Slopes at 89 Ontario Street North is the name to remember in Milton.

Co-owned by Matt Burger and Martin Malaison for the past five years, the store is a haven for every level of athlete from the weekend warrior to the serious competitor. Products include a wide variety of alpine and cross-country skis, bikes, accessories, biking and ski clothing.

customer's needs is essential to success on the slopes.

"Gary worked at (British Columbia's) Whistler (Mountain) for five years. It's worked out exceptionally well for us."

Currently, the store's clientele is 50 per cent skiers and 50 per cent bikers.

### Fine athletes

"We have quite a number of customers who are excellent athletes. Several do triathlons and iron man competitions. Quite a few are BMX riders and mountain bike riders. They're the finest in Ontario."

The staff at Skis and Slopes are involved in local athletic events as well.

"We work closely with the Milton Heights Racers Ski Team and have our own bike racing team," says Burger.

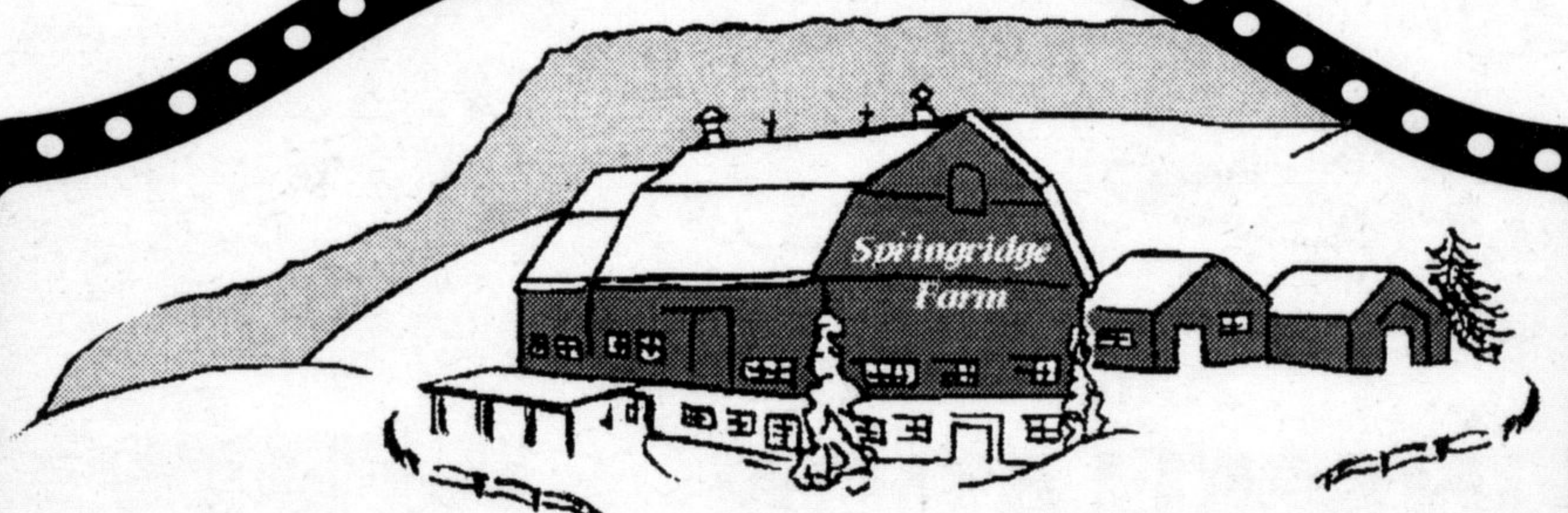
The store was involved in bringing an outdoor skate park to Milton last summer and was previously involved in the mountain bike racing series held at Glen Eden.

### Tune up clinics

Besides the latest, high tech products, the store offers two tune-up clinics on how to improve skiing techniques and on the preparation of skis for the season.

"What the customers like are the good prices, friendly atmosphere and great service," Burger believes. "We do a good turnaround for bike and ski tune-ups."

Having Gary Colling, a full-time professional boot fitter, on staff is quite a coup for the store too, since a ski boot that fits perfectly to the



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