

Patrick Grant
Sales Consultant

Now that my spring training has been completed, I'm in full swing at Wallace Pontiac Buick Cadillac. My coach says I need to work on my average though! So come down and take a look at some of our new and exciting cars and trucks and we'll hit a home run together. With the all new Buick Enclave and the award winning Cadillac CTS, it will be hard to strike out... even with me pitching!



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An innovative leader of the pact

• from HONDA on page C4

And here's the kicker. You know it's a quality product because it is built here in Canada at the Honda Alliston plant.

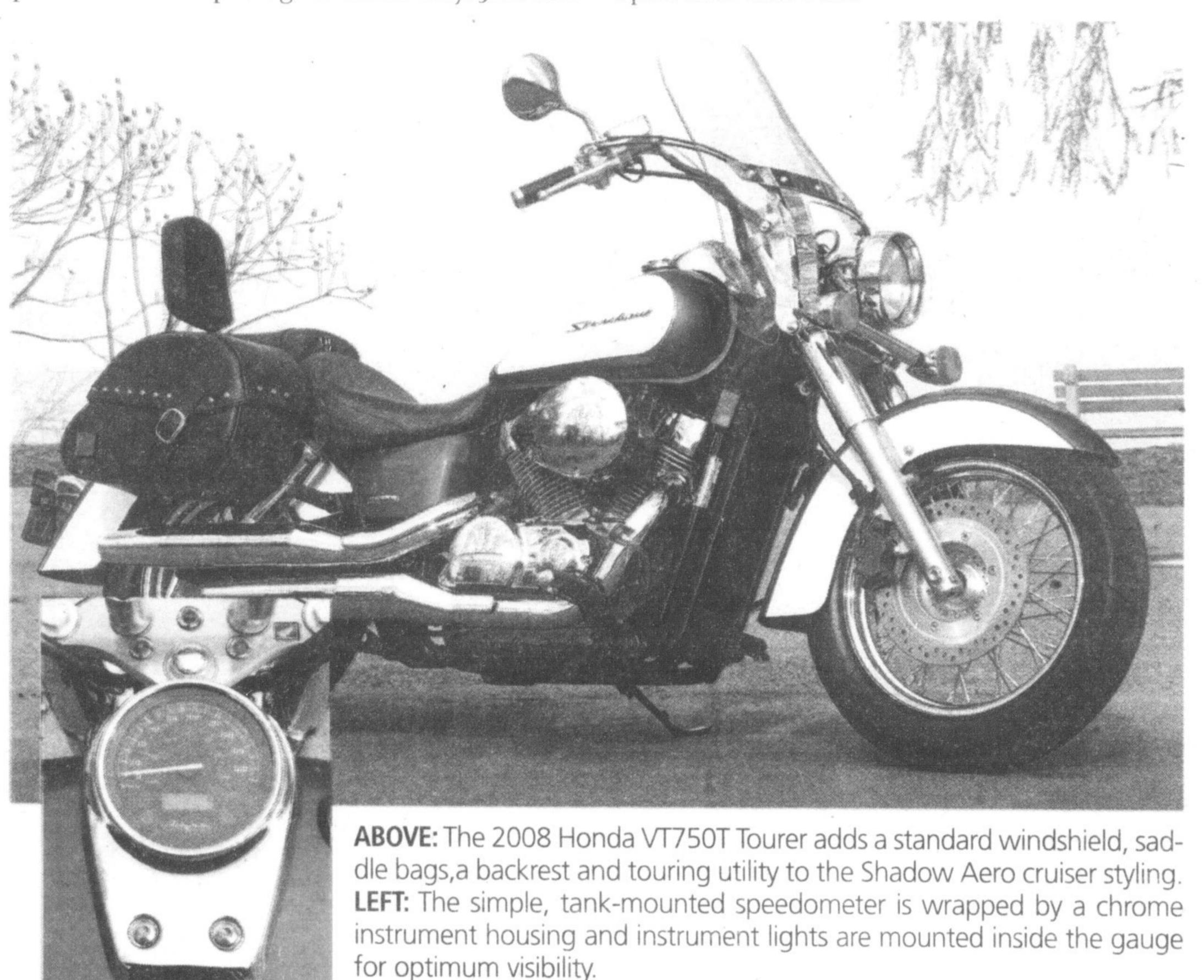
Winning the AJAC Truck of the Year and Motor Trend's Truck of the Year when it was introduced in 2006, the Ridgeline was a smart move for Honda. It put a pickup on the Honda showroom floor and, in branding synergy, allows Honda customers the opportunity to haul Honda dirt bikes, ATVs or even Honda-powered boats with another Honda product. This is the same logic that has spurred Suzuki to add the 2009 Equator pickup to their lineup. Makes sense.

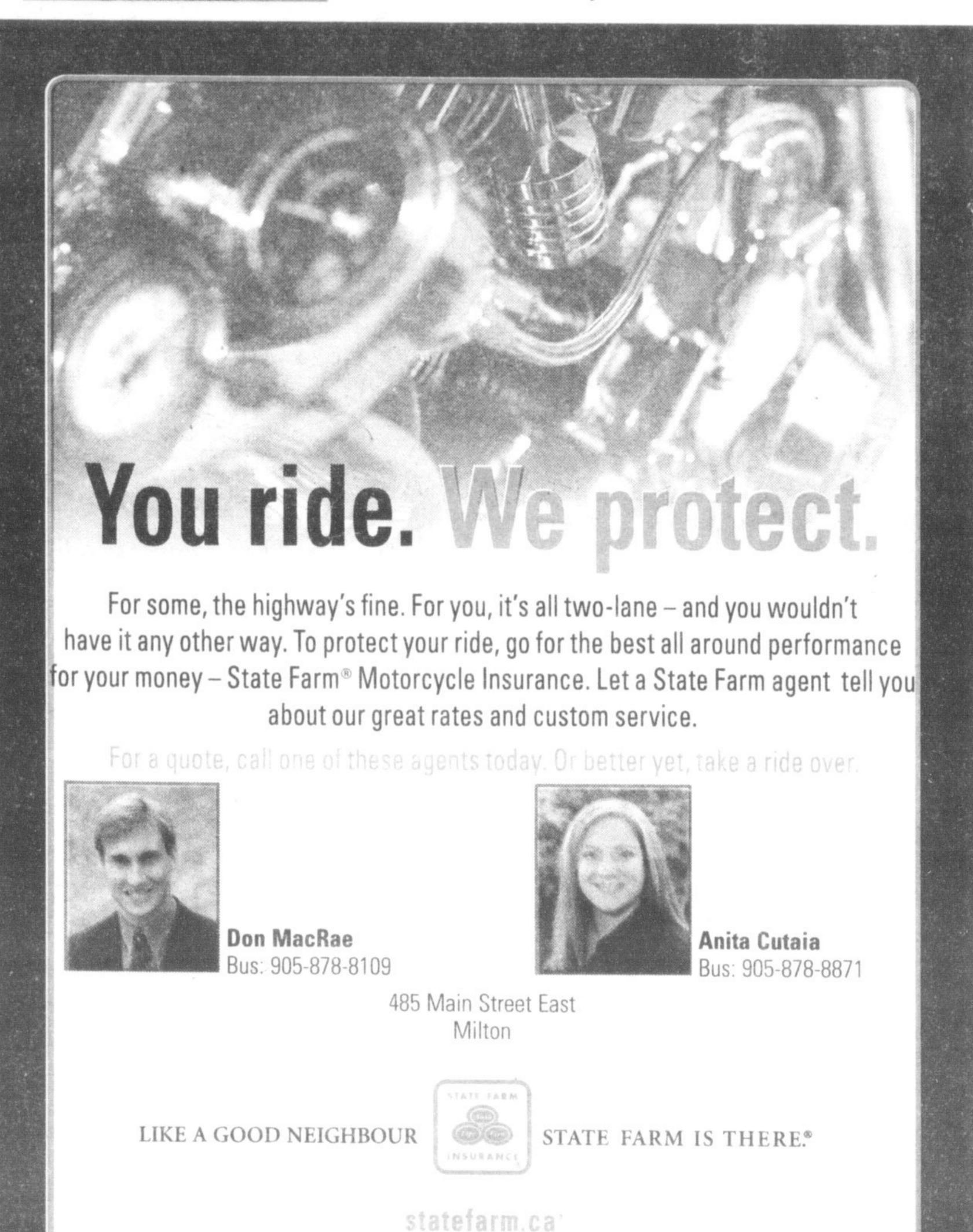
You know, blending passenger and payload priorities in one package is never easy. Just ask

Subaru about the Baja. And think of the El Camino design that survived as the Holden Ute in Australia and should never have disappeared here.

But we can tip our hats to other innovative products like the Chevy Avalanche and, judging from the current rash of SUTs and new concepts at the Chicago Auto Show, like the Denali XT and Toyota's Ridgeline-like A-BAT, the Honda Ridgeline may not have this lifestyle-oriented segment of the pickup truck market to itself for very much longer. Truck builders seem to be coming around.

But while imitation may be the sincerest form of flattery, it's innovation that still sets leaders apart from followers.





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