

Cotter brings corporate experience to dealership

Larry Cotter has come full circle. Growing up in Windsor, he had cars in his blood. His mother worked at Ford and his father worked at a dealership there. Now, like father like son, Larry Cotter has a dealership of his own on Hwy. 48, just north of Markham.

Mr. Cotter says that he brings his background and his experience as a former corporate executive to the nine-month-old dealership.

"I have done everything that there is to do in the corporate world," he said pointing out that he became a president of a large Canadian company at 33.

Ten years later, he would give up his position as the president of Revlon Canada Inc., the maker of cosmetics, to open the Stouffville dealership.

According to Mr. Cotter the dealership is unique because it combines both Lincoln-Mercury and Ford cars on the same lot, adding that "there is no Lincoln-Mercury dealership in Markham."

"It ends up that we're it for Markham as well as Stouffville, even though technically we're in Stouffville."

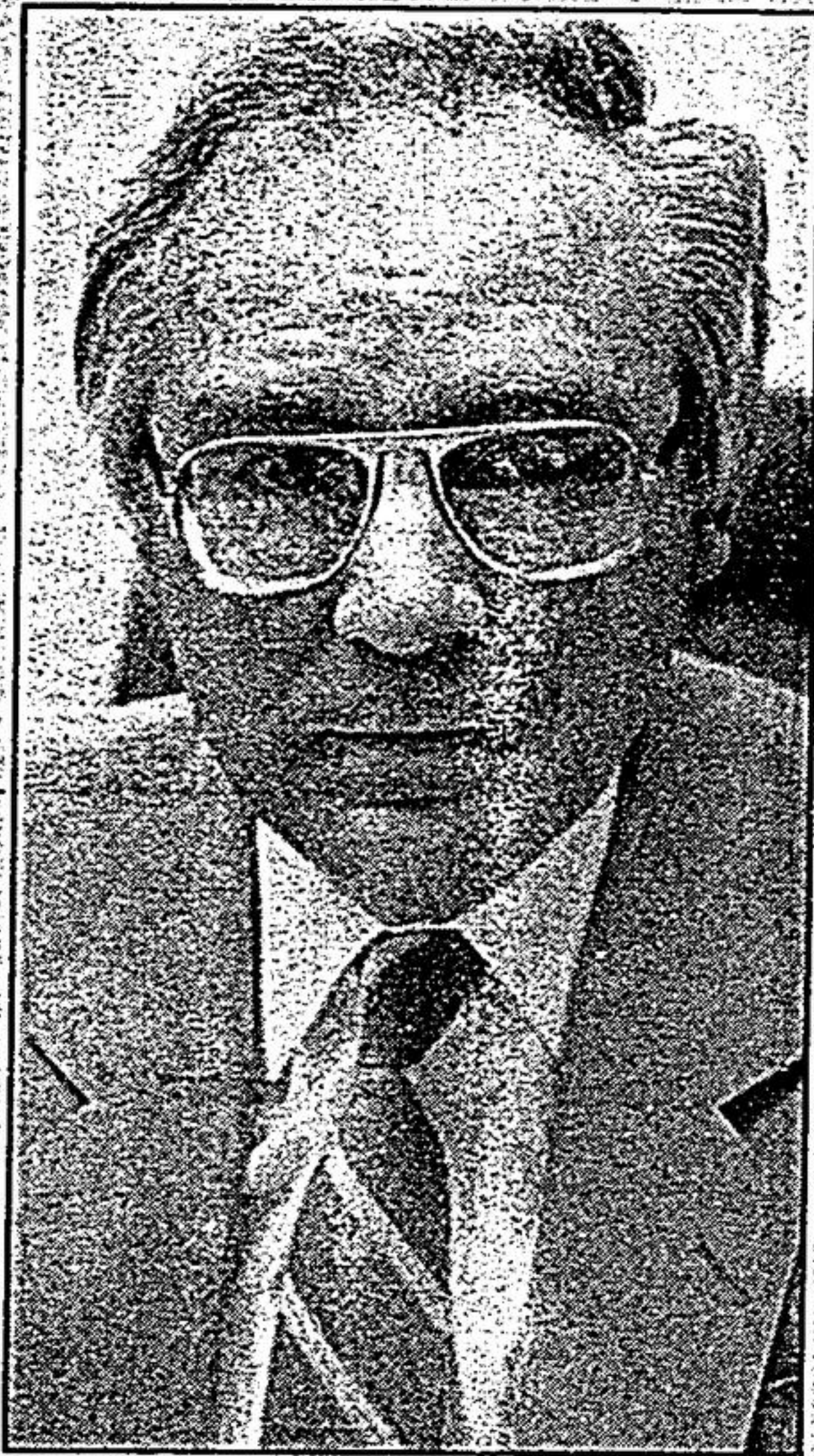
The Cotter dealership offers a selection of new and used cars and trucks ranging from the \$8,000 Ford Escort to the \$42,000 Lincoln Continental Givency.

They also carry the Ford Taurus and Mercury Sable, 'Motor-Trend Car of the Year', he said.

Mr. Cotter pointed out that the dealership offers a unique life-time guarantee on service.

"Once we fix the car, whatever part it is, we guarantee it for the life of the car."

He noted that Ford's warranty is the best in the auto industry. New car warranties include full coverage for one-year or 20,000 km., 36 months of unlimited mileage on the powertrain, and five year rust protection.



LARRY COTTER
Corporate experience

"We also don't sell a used car out without putting a six-month or 10,000 km. powertrain warranty on it." An additional six-months' coverage can be bought for about \$150 to \$200, he added.

Mr. Cotter refers to the dealership as 'The Greatest Little Dealership on Earth'. "That relates to how we treat the customer when they come in, and the personal attention and care they get."

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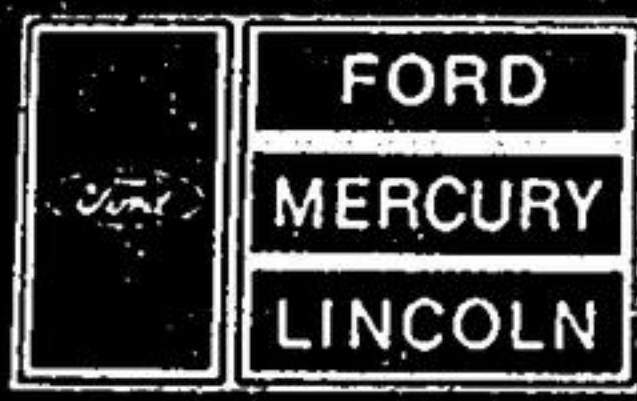
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