

SPECIAL ANNOUNCEMENT * SPECIAL ANNOUNCEMENT * SPECIAL ANNOUNCEMENT

Sales Are Up Over 30% At Colonial Chevrolet Oldsmobile In Newmarket...

WHY?

Colonial is continuing to set sales records because they have re-invented automotive retailing in the 90's... Come and see why more people are choosing the "Colonial" way to purchase their new or used vehicle.

30 SECONDS OR IT'S FREE

and, let us make you this offer!

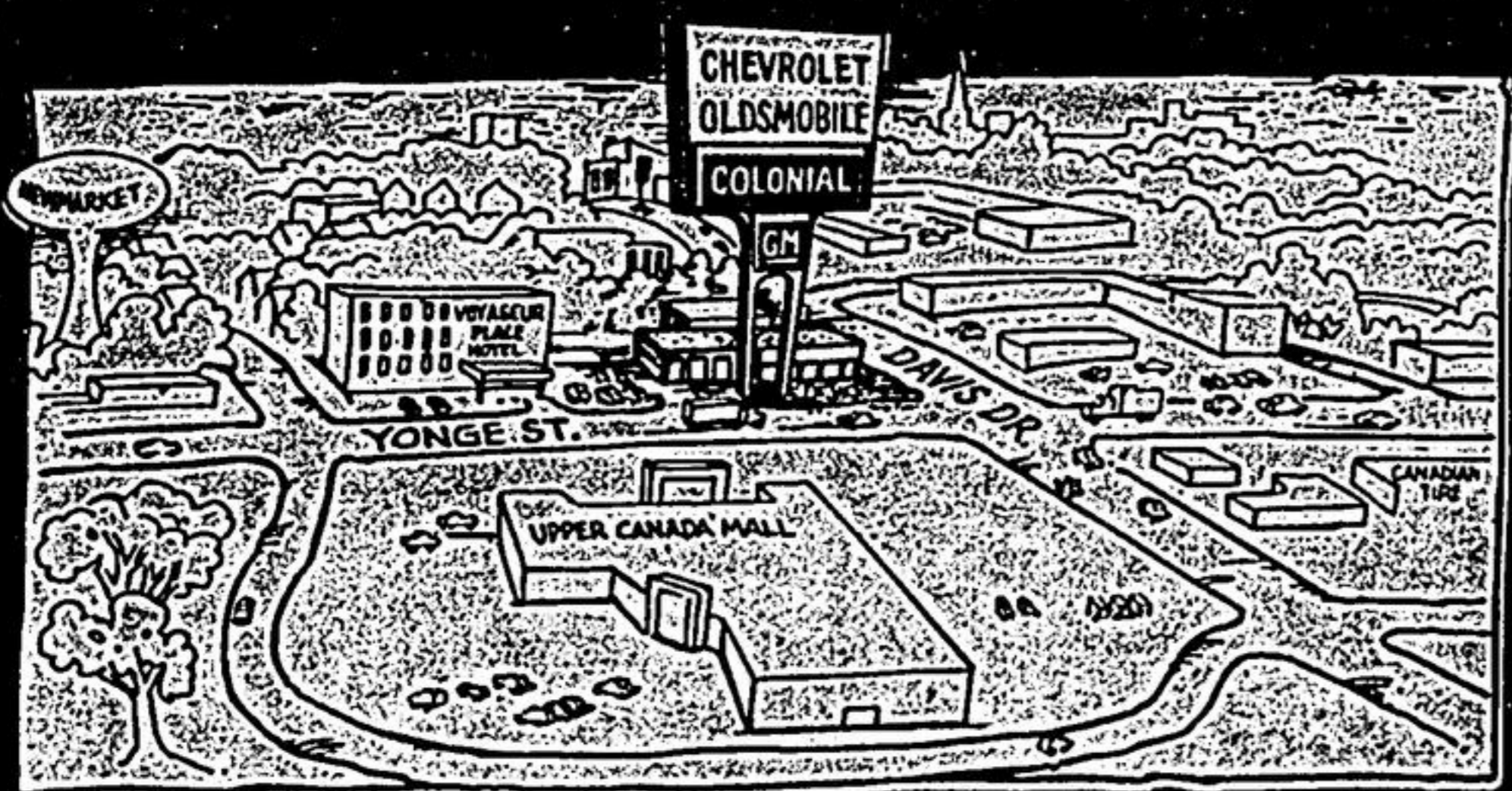
<p>1. Vehicle Price</p> <p>MSRP _____ Colonial's Best Price _____</p> <p><i>*Remember, we guarantee our price is better by at least \$194**!</i></p>	<p>2. Trade Value</p> <p>_____</p> <p><i>We'll immediately give you at least Black Book value for your trade!</i></p>
<p>3. Downpayment</p> <p>_____</p> <p><i>Ask about our zero downpayment plan!</i></p>	<p>4. Payment</p> <p>\$ _____</p> <p><i>We guarantee our payments, like our prices, are the best!</i></p>

Remember, we will make you an offer - and guarantee our pricing.

STOP **Don't make a \$500 mistake!!**

Go ahead. Shop at any other dealership, look through our competitors' ads. Visit as many dealers as you feel necessary, then come to Colonial and get the lowest price. We Guarantee it! In fact, if we can't beat any other dealer's price by \$194.00, we'll give you \$500. We Guarantee it! Or, you could save yourself a lot of time and simply come to Colonial and get your best price right up front. **No negotiation. Simply low prices.**

Increase in retail sales 1997 over 1996.



Come Experience Automotive Retailing in the 90's...

10 COMMITMENTS TO VEHICLE SERVICE

- 1. 25% Return on Vehicle Service**
The Colonial Service Investment Plan provides you a 25% return on your Service Repair and Maintenance costs. The 25% credit may be used towards the purchase of a new or used vehicle.
- 2. \$19.95 Lube, Oil and Filter**
Colonial is home of the best value for this critical service. (Reg. \$28.95)
- 3. 0% Comeback Guarantee**
If for any reason you have a repair done again - we will pick up and deliver the vehicle so you don't have to come back.
- 4. Computerized Maintenance Record**
All service work done on your vehicle is maintained for you in a Colonial Maintenance book - valuable if you have any concerns about your manufacturers' warranty or extended warranty.
- 5. Courtesy Transportation**
We supply shuttle service to most areas in York Region. As well, inquire about our Courtesy Vehicle Program.
- 6. Extended Service Hours**
We are open from 7 a.m. to 8 p.m. Tuesday & Thursday and until 5 p.m. Monday, Wednesday & Friday. For your added convenience, we are open Saturday from 8 a.m. to 1 p.m.! No other dealer offers you more convenient service hours.
- 7. Colonial GM Parts Warranty**
12 months/unlimited kilometres on parts and labour.
- 8. Express Check-in Service**
Simply call the evening before and then you can drop your keys with your pre-printed work order and we'll take care of the rest.
- 9. \$650 Maintenance Certificates**
Anyone enrolled in Colonial's maintenance program (enrolment is free) receives a coupon book worth \$650 of service at Colonial Chevrolet Oldsmobile Ltd.
- 10. Colonial Service Satisfaction Guarantee**
If for any reason, you are not satisfied with our workmanship we will repair the vehicle to your satisfaction - at NO CHARGE to you.

Colonial

CHEVROLET GEO OLDSMOBILE LTD.

YONGE ST. & DAVIS DR. (11 & HWY. 9) NEWMARKET (905) 895-1171