

News flash extra, extra read all about it.

"Customers Swarm Local Chrysler Dealership As Cash Craze Takes Hold"

Reacting to the recent and dramatic announcement that paying cash for automobiles saves you money, customers swamped Stouffville Chrysler since last Friday. Once a quiet country community, Stouffville is rapidly becoming nationally known as the thriving town where paying cash for Chrysler cars, trucks and vans may have originated. The other vehicle retailers have been slow to react, but then again, they didn't have much advance notice of the real truth about car buyers ... they like to buy it easily and save money.



PETER BURDON

Re-interviewed at the scene of the craze to save, Peter Burdon simply re-stated the company's refreshingly honest selling policy that saves you money ... "We want your money and we're willing to give you a car, truck or van for it"

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"We call on the banks, the credit unions and especially Chrysler Credit to get behind the movement to cash and give customers the money to save with. Most people will pay it back. If they don't, the next time they want to save, don't give them any money," said harried Business Manager John May, knee deep in paper from closing so many deals. He thought life would be simple and everyone would just bring in bags of mouldy, wrinkled cash and drive away ... some did.

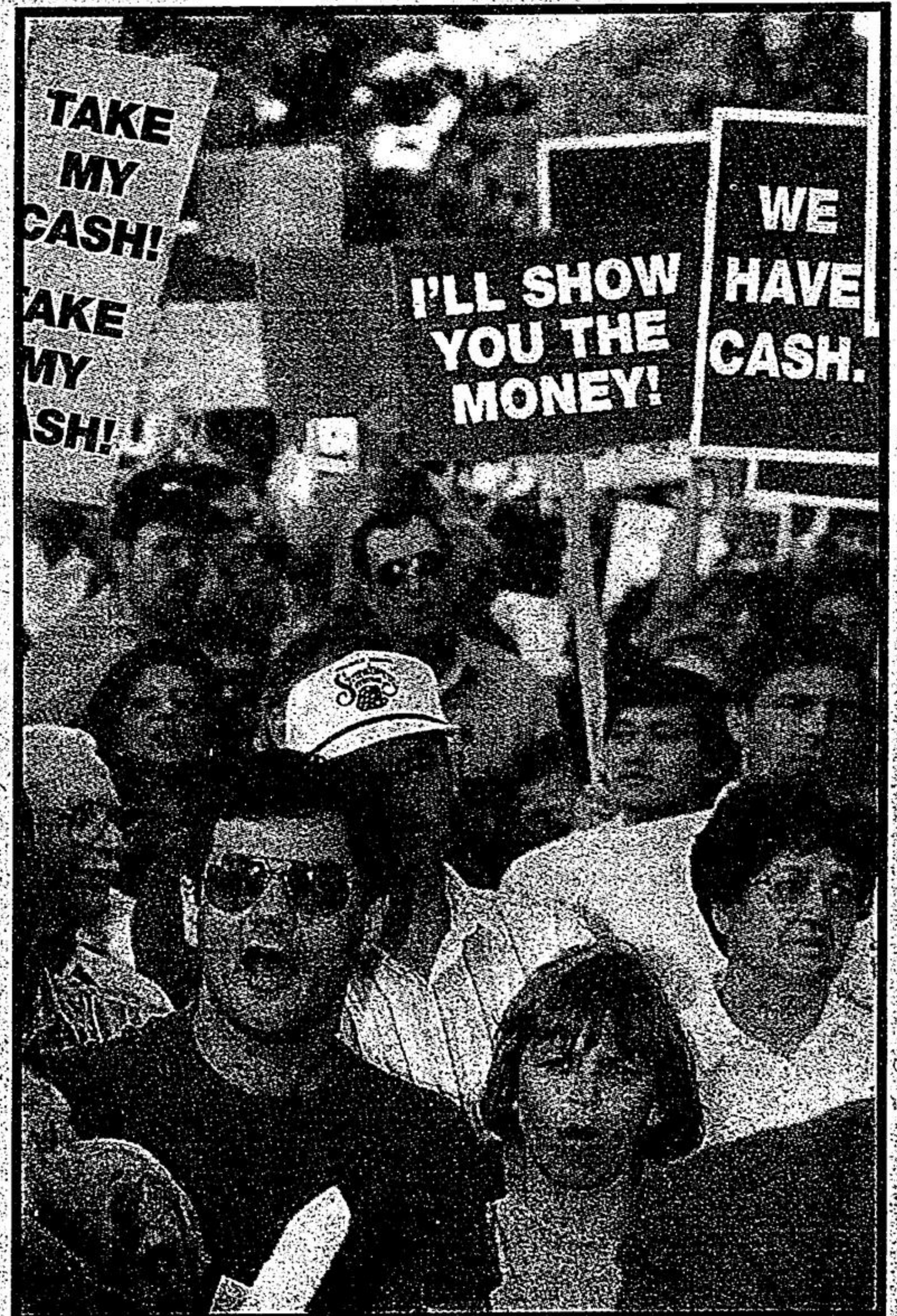
Dealer Tricked into Taking Cash Deals By Anxious Customers

While the traditional means of getting a car, leasing or making payments are fine, this new method ... cash ... is definitely a hit. Burdon also hints that "Many of the buyers fooled us by going to their own bank and getting cash we thought was their own and others made a cash deal and then asked us to get the cash for them from our bank. These customers are very clever, but our goal is to make it easy to buy and save people money. If they want to pretend the cash is theirs, who are we to deny them the opportunity to save?" Burdon rattled on.

Customers Love the Cash Buyers' Confidential Price

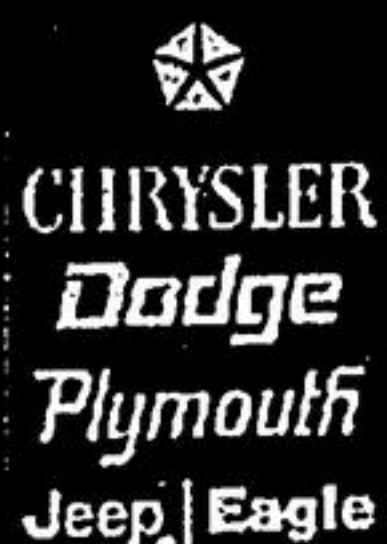
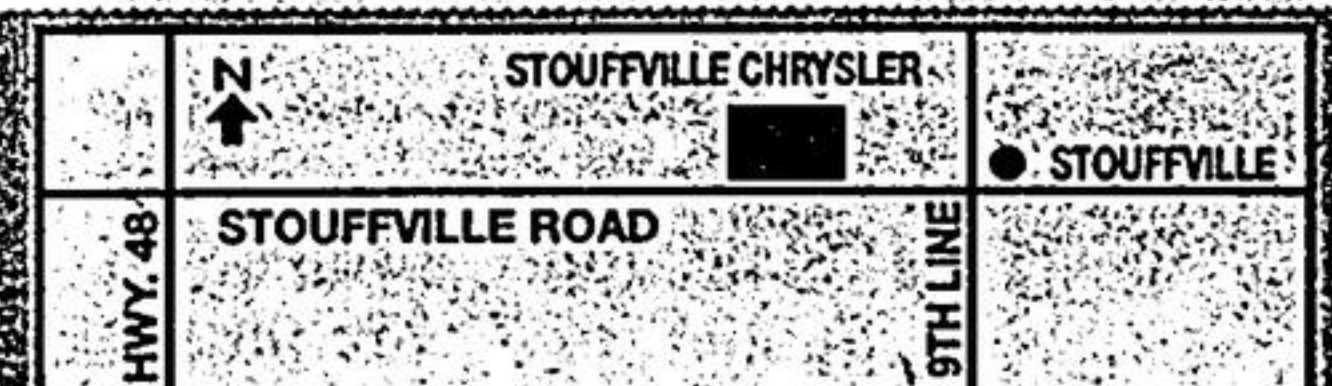
The sales people were really taken aback at the customer reaction to simple pricing ... "This is the car and this is the price ... this simple approach to the complex problem of arm wrestling to get a good price on the biggest purchase of your life was wildly received by literally every customer that could squeeze into the showroom last Saturday ... and the beat goes on this weekend. One salesperson, D'arcy Thibodeau, nearly went into shock when on Monday a customer simply came in and bought an Intrepid from the Confidential List. Both D'Arcy & customer are resting comfortably.

**Get to Stouffville Chrysler This Weekend And See For Yourself!!!
Cash Saves and the Pricing is Easy**



- Hard to find but easy to buy is the norm at Stouffville Chrysler.
- 1998 Quad Cab Ram, truck in stock
- 1998 Dodge Durango, order now and save... pay cash later
- 1997 Grand Cherokees ... two demos at give-away prices
- 1997 Ram Extended Cabs, four wheelers at cash sale prices
- 1997 Jeep TJ Sport, 6 cylinder five speed only one demo left
- 1985 Intrepid ES, low kms, \$14,905 cash on the barrel
- 1984 Taurus Wagon GS, only \$11,500 Cdn. money
- 1995 GMC Van, conversion, only 36,000 kms., only \$22,500 if you pay cash
- 1993 Jeep Grand Cherokee, loaded, for only \$21,650 cash money
- 1994 Hyundai Scouparoo, low, low kms. and only \$6,975 of cash Cdn.
- 1990 Acclaim, with air, \$5,425 if paid in cash

(psst... Your bank has cash and so does ours. We can get it for you if you don't have your own and your relatives won't give you any)



**STOUFFVILLE
CHRYSLER INC.**

**5758 MAIN ST.,
STOUFFVILLE**

*"Where Better Deals
Are Made Every Day"*

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