

ADVERTISING FEATURE

WHEELS

# The '99 Golf is at the forefront of technology

The redesigned Golf makes its appearance at the Toronto International Auto Show

The Volkswagen Golf — Europe's most popular compact car for more than two decades — has arrived in Markham for 1999.

While remaining true to the classic German hatchback design of its predecessors, the fourth-generation Golf is completely redesigned, both inside and out.

"The car is several years old (so they) designed it to bring it up to the forefront of technology," said Gerd Reisenacker, owner of Greenbelt Motors in Unionville.

Its exterior and interior dimensions have grown slightly, and its overall structural rigidity has been improved dramatically to near luxury class standards with the use of advanced production technologies.

Fully galvanized sheet metal allows for an unprecedented 12-year, unlimited kilometre anti-corrosion warranty.

On the outside, the new, smoother and sophisticated



The interior of the redesigned '99 Golf has a new premium look and feel.

look of the Golf translates into an aerodynamic 0.31 drag coefficient. Inside, there are more features and a new premium look and feel, including a new instrument panel with vibrant blue back lighting.

A long list of standard passive safety features includes side-impact airbags. Also standard for 1999, is an advanced ABS braking system with electronic distribution.

The new Golf is powered by a newly-designed 115-horsepower, 2.0-litre, four-cylinder gas engine with a cross-flow cylinder head, and an optional 1.9-litre

Turbo direct injection diesel engine that affords exceptional economy.

Offering the renowned cargo versatility of a wide-opening hatch and rear seats that fold flat, the 1999 Golf comes in two basic configurations: a two-door GL and four-door GLS.

The new Golf GLS has grown in length at 414.7 cm, nearly eight centimeters more than its predecessor. It is also wider at 173.5 centimeters, and its wheelbase has increased 3.8 cm to 251.3 cm.

The Golf's interior offers more cargo space and better rear headroom and overall legroom.

Like other newly-introduced Volkswagens, all 1999 Golfs

See REDESIGNED, page 18.

## Toyota Camry wins Pyramid award for the third year

For an unmatched third year in a row, Toyota Camry has received outstanding marks from owners and drivers to win the Canadian Automobile Association's 1999 Used Car Performance Award, known as the Pyramid for the shape of the unique, cast-bronze CAA trophy.

Over 90 per cent of the Camry owners taking part in the CAA survey said they were very satisfied with their vehicle and over 95 per cent of respondents said that, based on their ownership experience, they would purchase their Camry all over again.

Experts said that quality measures among all manufacturers have improved dramatically in recent years, yet auto makers vie aggressively for top customer satisfaction scores.

This year's Used Car Performance Award is the sixth Pyramid presented to Camry since the award was created in 1983.

It is a feat only Toyota's Corolla has ever come close to matching with four Pyramids. The '99 award is also an unequalled 12th win for Toyota vehicles since the program started 17 years ago.

"This award continues to be an extraordinary vote of confidence from the people who own and drive our cars," said Yoshio Nakajima, president of Toyota Canada Inc.

"It's the kind of response that everyone at Toyota strives to from the design all the way through manufacturing to our dealers and service technicians. It's immensely gratifying to know that our customers are pleased."

The award is all of one award under the name of the Pyramid award, but it is not the same award as the Pyramid award.



Ninety per cent of Camry owners said they were very satisfied with their vehicle and more than 95 per cent said they would purchase it again.

quality and standards that our customers have come to expect from every vehicle they purchase from us.

We accept the compliment gratefully and we intend to meet that challenge.

Again, this year, the CAA determined the Pyramid Award winner by evaluating comprehensive surveys submitted by over 24,000 Canadians who own cars representing three consecutive model years — 1995 through 1997.

Scores are determined based on points awarded for:

- Low frequency of repairs
  - Low cost of repairs
  - Number of people who would purchase the car again
  - Overall owner satisfaction
- In addition to the high scores for customer satisfaction and loyalty, Camry owners reported low repair and cost of repair for 1995, 1996 and 1997 cars when compared to other models of the same years.

Unlike other awards, the Pyramid award is chosen by owners who are not just drivers, but owners who have a vested interest in the car.

their vehicles, who drive and care for their vehicles through all seasons on every type of road and for so many different uses. To me, that's top marks in the most rigorous test of all — real life."

The 2,420 Toyota owners who replied told the CAA that:

• 87.4 per cent were very satisfied with their vehicles — the highest percentage among all manufacturers

• 68.8 per cent would purchase another Toyota. This was the highest owner loyalty rate among all manufacturers.

• 71 per cent were very satisfied with dealer service, making Toyota the manufacturer with the highest percentage of very satisfied owners.

Since 1983, Toyota products have scored consistently well on the Used Car Performance survey.

Toyota Corolla won the inaugural award in 1983, then took top spot again in 1985, 1987 and 1989. The Celica was awarded the Pyramid in 1984, and the Tercel in 1996. In addition to the '99 award, Camry was at the head of the class in 1988, 1993, 1997 and 1998.

The CAA is a federation of all provincial and regional not-for-profit auto clubs across Canada, with four million members and 130 offices from coast to coast. It is also affiliated with auto clubs in 25 countries.

Detailed survey results appear in the CAA's *Autopinion*, an annual car buying guide that includes specifications and other information on all new and used cars on the market. The complete list of winners can be found in the *Autopinion*.

## INVENTORY CLEAR-OUT

Optimum USED VEHICLES



**1992 TOYOTA PASEO** Red; auto; air cond; low kms. St. #X596A **\$6,995**

**1995 GMC SAFARI** Blue; 7 pass; auto; V6; air cond. St. #W1258A **\$9,995**

**1997 PONTIAC SUNFIRE** Green; 2 dr.; auto; air cond. St. #P1902 **\$10,995**

**1996 PONTIAC SUNFIRE** Green; 2 dr.; auto; loaded. low kms. St. #P2094 **\$11,995**

**1995 BUICK REGAL** Green; loaded; only 74,000 kms. St. #P1992 **\$12,995**

**1994 GMC JIMMY** Green; loaded; 4 dr.; 4x4. St. #Y69A **\$14,995**

**1997 PONTIAC GRAND AM** White; auto; V6; air cond. Only 31,000 kms. St. #X523B **\$14,995**

**1996 PONTIAC GRAND AM GT** White; loaded; V6; low kms. St. #W703A **\$15,488**

**1997 CHEV MALIBU** Green; loaded; V6; only 26,000 kms. St. #P2045 **\$15,995**

**1996 PONT. GRAND PRIX GTP** Blk; loaded; leather int.; power moon roof. St. #P2088 **\$18,995**

**1997 PONT. GRAND PRIX GTP** Green; 2 dr.; loaded; leather; low kms. St. #P2041 **\$20,995**

**1997 PONT. GRAND PRIX GTP** Green; ext.; 4 dr.; loaded; low kms. St. #P2055 **\$22,995**

**1998 PONT. TRANSPORT** Montana; grey; leather; loaded; power moon roof; only 15,000 kms. St. #P2037 **\$27,999**

**1992 PONTIAC FIREBIRD** Mtn; loaded; V8. St. #W846A **\$6,995**

**1994 BUICK LESABRE LTD** Green; Tan Leather; loaded. St. #X123A **\$10,995**

**1994 DODGE CARAVAN** Green; loaded; 7 pass. St. #X1207A **\$11,995**

**1992 CADILLAC ELDORADO** Pearl white; leather; loaded; low kms. St. #X6A **\$12,995**

**1994 CHEV 4X4** Black; box liner; cap. St. #P2095 **\$12,995**

**1995 PONT. BONNEVILLE** Black; loaded; only 74,000 kms. St. #P1935 **\$14,995**

**1993 BUICK RIVIERA** Gold; leather; loaded; power moon roof; low kms. St. #X278A **\$14,995**

**1997 BUICK SKYLARK** Tan; loaded; V6; low kms. St. #P2097 **\$15,995**

**1995 BUICK LESABRE LTD** White; loaded; low kms. St. #W1032A **\$16,995**

**1997 PONT. GRAND PRIX** White; 4 dr.; loaded; low kms. St. #P1936 **\$19,995**

**1997 PONT. TRANSPORT** Green; ext.; 4 dr.; loaded; low kms. St. #P2055 **\$22,995**

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