

ADVERTISING FEATURE



Subaru sales have increased monthly for the past 49 months straight

Subaru Canada Inc. has announced it has set record sales for the fourth straight year.

"Subaru is thrilled with customer enthusiasm for the products we've brought to market in the past few years," said Joe Anwyll, vice-president sales and marketing.

"We've had confidence in the full-time all-wheel-drive philosophy and Canadian drivers are giving us their ultimate approval — with their hard-earned money.

"We're looking forward to the launch of the 2000 models and we are confident that the response will be equally enthusiastic."

Subaru posted sales in 1994 of 4,177 cars that rose to 11,883 sold in 1998. In June 1999 alone, Subaru sales in Canada totaled 964 a 6.8 per cent hike over June 1998.

For July 1999, sales were 1,035 units for a 0.6 per cent gain over July 1998. The best part for Subaru is that sales have increased monthly for the past 49 months straight.

Subaru also announced another international milestone when it produced its five millionth unit earlier this year.

Production of Subaru cars started in 1972 with the Leone 4WD station wagon that was also known as the GL and Loyale.

Production volume back in 1972 was 1,099 vehicles per year. Today it has increased more than 300 per cent to 334,727 vehicles manufactured in 1998.

Subaru Canada Inc., a wholly owned subsidiary of Fuji Heavy Industries of Japan, is celebrating its 20th year in Canada.

Ford sales up thanks to Focus

More than 500 consumers took early delivery of Ford Focus models last month as Ford's all-new compact car began appearing in Canadian driveways several weeks before its October 1st launch.

"All Ford Focus sedans and wagons in September's pipeline were pre-sold and delivered," said John Radford, vice-president, general sales, Ford of Canada.

More availability in October, and the arrival of the three-door hatchback next month, will put Focus on course to be one of our most successful new model launches in recent years.

Sales of Ford Windstar reached record levels with 3,802 deliveries — the best September ever for the popular, Canadian-made minivan.

Last month's 15,227 truck sales, however, were down 13.4 per cent (compared to 17,583 sales last September) due to low supplies of Ford Explorer and Ranger.

Year-to-date truck volume remains strong as 148,532 sales are nine per cent better than 136,263 in 1998.

Ford of Canada experienced an orderly run-out of 1999 inventory but reduced stocks of two popular models hurt truck performance, ending an impressive eight-month streak of truck sales increases.

"We look forward to beginning the

2000 model year with a complete array of new products and replenished inventories," Radford said.

Despite the early jump by Focus, and a strong month for Ford Mustang

(up 71 per cent), car sales were off by 21.9 per cent — 5,375 versus 6,880.

On a year-to-date basis, car sales are down 10.9 per cent — 66,429 versus 74,565. Combined car and truck sales

of 20,602 represented a 15.8 per cent drop versus 24,463 last September. Year-to-date car and truck sales of 214,961 are up two per cent compared to 210,828 sales last year.



Village Nissan Sales are Rockin' and the 2000 models are Rollin'

The Nissan "Come in. Spin" for a Spin event



2000 Maxima GXE LEASE \$398*
/month / 48 months

PURCHASE PRICE \$31,600*

- 3.0 litre • 222 hp V6 • Automatic transmission • Air conditioning • Power windows, door locks and mirrors • AM/FM cassette audio system with 6 speakers • Power trunk and fuel filter door opener • Convenience package



2000 Xterra

- 3.3 litre V6 engine • Dual air bags • Front disc / rear drum brakes with four-wheel ABS • Part-time 4WD, auto-locking front hubs • Engine block heater • Limited slip differential • Side step rails • Aircraft-grade aluminum roof rack • Air conditioning • Remote keyless entry and vehicle security system • AM/FM CD audio system • Power windows, power locks • And more!

PURCHASE PRICE \$28,998*



2000 Pathfinder SE

- 170 HP 3.3L SOHC V6 engine • Roof rack • Air conditioning • Remote keyless entry • Power windows, door locks and heated mirrors • 100-watt AM/FM/CD with cassette stereo with 6 speakers • 4-wheel ABS • Cruise control • Anti-theft system

LEASE \$428* /month / 48 months

PURCHASE PRICE \$38,000*



2000 Altima GXE Thinking Camry, Accord or Malibu? Think about these Altima advantages.

LEASE \$298* /month* / 48 months only \$1500 down OR **PURCHASE PRICE \$23,798***

*Best Entry Midsize Car in Initial quality 3 out of the last 4 years. **J.D. Power and Associates' 155-HP, 2.4L engine — that's bigger and more powerful than Camry and Accord 4-cylinder models**. • More front and rear head room than Camry • Wood-tone trim standard • 100-watt AM/FM audio system with CD player • 4-speed automatic transmission and air conditioning • Power windows, mirrors, door locks and trunk release • Remote keyless entry system with panic alarm • Dual illuminated vanity mirrors • Cruise control • And more...

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Smart people read the fine print. And they always wear their seat belts. *48 month lease on 2000 Altima GXE (model shown with optional alloy wheels) A.L.R. 6.79% with down payment or equivalent trade of \$1500; 48 month lease on 2000 Maxima GXE (Maxima GLE model shown) available starting at \$34,900; A.L.R. 7.8% with down payment or equivalent trade of \$3,000; 48 month lease on 2000 Pathfinder SE; A.L.R. 6.79% with down payment or equivalent trade of \$4,000; 1st payment and security deposit due at lease signing. Altima, Maxima and Pathfinder leases based on maximum of 96,000 kms; with excess kms charged at \$0.08/km. All offers are O.A.C. and exclude destination and delivery (\$915/\$966/\$972), licence, insurance and taxes.

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