

ADVERTISING FEATURE

WHEELS

Saturn reunion helped the community

Saturn Reunion '99 — the largest corporate customer event in Canada — will bring together more than 100,000 Canadian Saturn owners, team members, volunteers and their respective families in a display of enthusiasm and support for their local communities.

Each dealer hosted an event on the weekend of Sept. 11-12 that enriched the quality of life for Canadian children.

From Victoria, B.C. to St. John's, Nfld., Saturn retailers welcomed their customers at this annual event, which demonstrates the carmaker's philosophy of doing things differently.

What started as a customer appreciation event a few years ago, has evolved into a party with a heart.

The goal of the project is to make a lasting contribution to the local areas where Saturn operates. Supporting the youth in the communities in which they live, work and play is of utmost importance to Saturn.

"The objectives of Saturn Reunion '99 are simple," said Eric LeBlanc, advertising and promotion manager for Saturn Canada.

"We want to celebrate our customers and also continue to re-invest in the communities where we operate. Our 63 retailers are the driving force behind this project, each of them sharing the company's commitment to excel."

In the past two years, Saturn retailers and their customers have built 43 new playgrounds, renovated 15 more and completed 24 other community-based projects in neighborhoods across the country under the Saturn Reunion banner.

This year, more than 15 playgrounds will be built or expanded, and community goodwill projects range from supporting children's hospitals and daycare centres to sponsoring local youth sports teams.

Nine Greater Toronto Area Saturn retailers are each building new playgrounds in their local communities.

As a special thanks to Saturn customers, this youth-oriented initiative included a trip to Canada's Wonderland for more 10,000 cus-

tomers. "We've received overwhelming response from customers and commu-

nities to our Saturn Reunion program. "This spirit and enthusiasm exhibits what we feel is unique to a different

kind of company — and is a true reflection of Saturn and its customers," LeBlanc said.

FREE DESSERT
with any
Extra Value
Meal at



Only With

ECONOMIST & SUN
294-2200

1999 DEMO CLEAROUT

1999 PONTIAC SUNFIRE COUPE



SPECIAL SILVER EDITION

5 speed trans., air, AM/FM CD player, special badging, ABS brakes, dual air bags. Priced like a demo but brand new. 0 kilometres. Only 2 available. St. #X1034/X1047

CLEAROUT PRICE
\$16,996

\$645.00 FRT. and applicable taxes extra.

1.9% 60. mth
ON SUNFIRES purchase
financing
available

1999 PONTIAC GRAND AM GT

Medium green, 4 door sedan with special 3.4L V6 Ram Air Induction, equipped with air cond., keyless entry, 4 spd. automatic trans., power windows, locks, mirrors, 16" styled alum. wheels, CD player, ABS brakes & much more. 13,646 kms. St. #X124. MSRP \$27,200.

CLEAROUT PRICE
\$23,779*



1999 PONTIAC GRAND PRIX GT

Limited Edition Gold package. Fully complimented including leather trim, power sunroof, CD player, special gold accent wheels, electronic climate control and much more. 11,727 kms. St. #X906. MSRP \$32,873.

CLEAROUT PRICE
\$28,996*



1999 PONTIAC BONNEVILLE SLE

Sport Luxury Edition. Platinum beige metallic, leather interior, equipped with power windows, locks, mirrors, electronic climate control, sport exhaust, traction control, CD player and much more. A must drive vehicle. 13,142 kms. St. #X76. MSRP \$32,890.

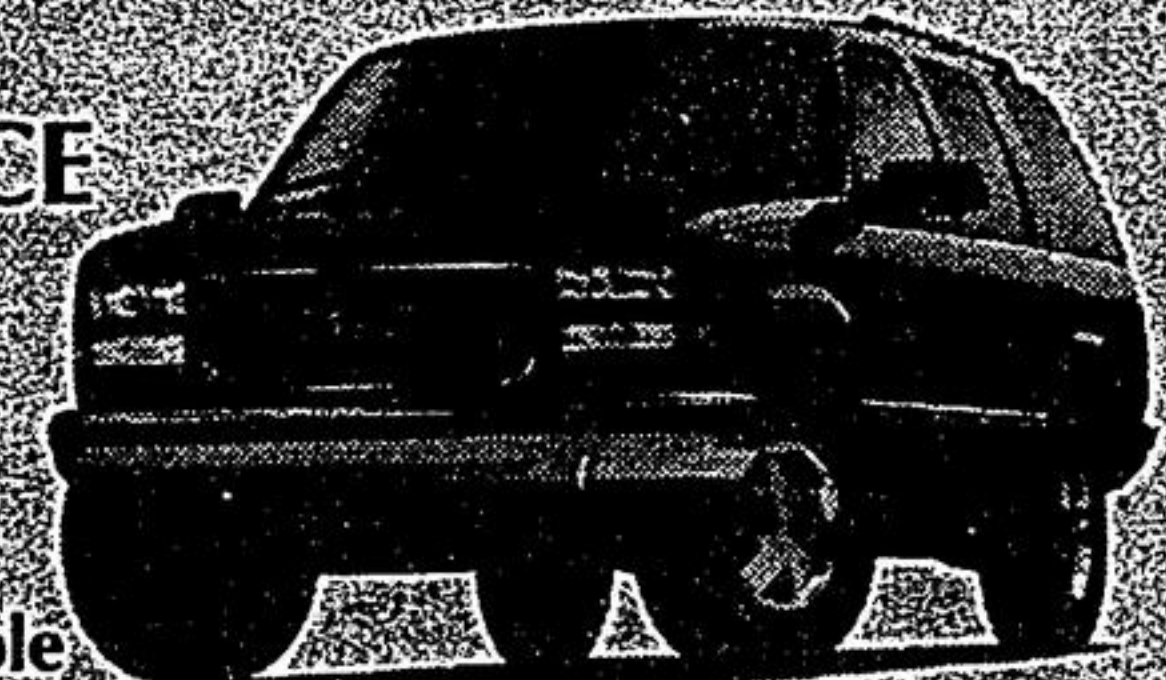


CLEAROUT PRICE
\$28,588*

1999 GMC YUKON SLT

Our President's demo. 4 door, 4x4, ISD pkg. equipped with every available option including theft deterrent system. Pewter metallic with grey leather trim. 12,664 kms. St. #X631. MSRP \$49,620.

CLEAROUT PRICE
\$42,896*



3.9% 48 mth.
Purchase Financing Available

*All sales prices are plus applicable taxes, licence and administration fees extra. 1.9% GMAC financing up to 60 months Sunfire only (99 model). 3.9% GMAC financing up to 48 months Yukon only. OAC.

Suzuki has a passion for engineering dating back 90 years

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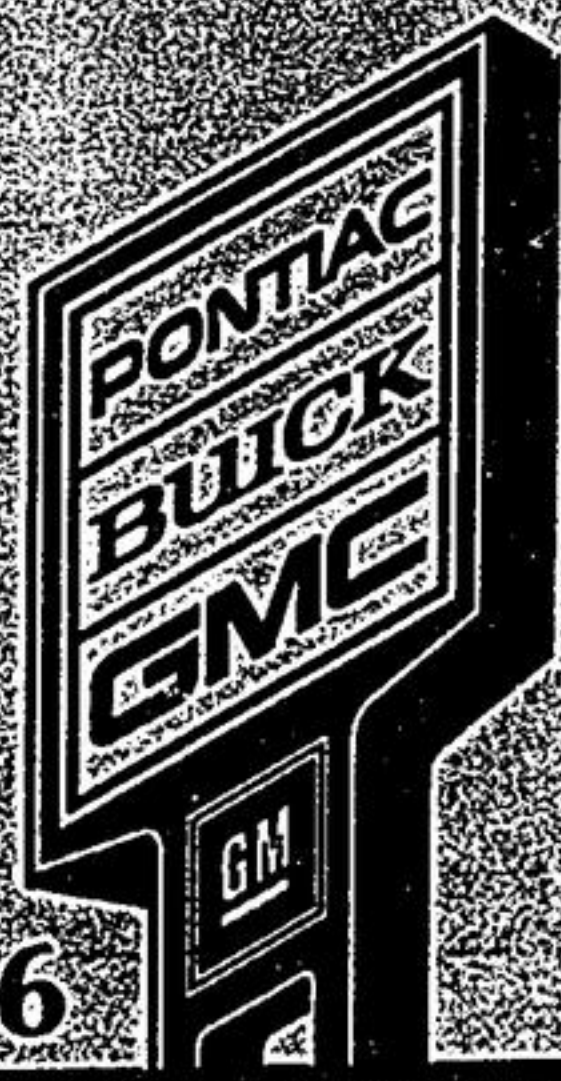
Produced by Padulo Integrated, a total of seven new commercials will be pulsed into the campaign throughout the fall and winter, reinforced with new print creative.

"We are very excited with the work," said Rick Padulo. "The agency and client dug deep into the heart of Suzuki, not only in Canada, but globally, to unearth the true soul of the company. A company with a passion for engineering excellence and one that dates back 90 years."

"This is more than a corporate positioning. It is a new corporate perspective and it was time people learned what Suzuki believed in and stood for. Model Year 2001 creative can't come soon enough for us."



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