

A Neighbourhood Sale not to be missed!

By **ROD URQUHART**
Advertising Writer

Unionville Motors Pontiac-Buick-GMC wants to acknowledge its many neighbours and welcome new neighbours to the dealership, with its spectacular, yearly Neighbourhood Sale.

The not-to-be-missed Neighbourhood Sale is this Saturday, June 22. Doors open at 8 a.m. and it runs to 6 p.m.

Unionville Motors has been your community dealer since 1973. It's a family-owned and operated franchise, that focuses on the local and regional market. It's motto is, "Your best deal is right in your backyard! We Guarantee It!"

And Unionville Motors lives up to that motto! "The bulk of our business is from the immediate area," notes Paul Mortillaro, General Sales Manager, at Unionville Motors.

The Neighbourhood Sale this weekend is Unionville Motors' way of saying thank-you to their neighbours for their loyal patronage.

"We are a community dealer. Our focus is targetted at our community. We are appreciative of their patronage over the years, so we hold a Neighbourhood Sale to acknowledge

our neighbours and welcome the new neighbours that have come into the area. We hope to meet them at some point," explained Paul.

And, the General Sales Manager pointed out that this "is the biggest sales event we have in terms of great deals, buying and selling — in terms of value and deals, this is the biggest one we have."

Sounds like a sale not to be missed!

Unionville Motors has expanded its entire facility and is a "complete full service centre," with drive-through service centre and on-site collision centre.

An invitation has been mailed out to neighbours, but readers of Wheels in the Economist & Sun/Tribune are also invited.

"We extend an invitation and a welcome to all our new neighbours. They can come in and meet us and have a coffee with us!" explained Paul.

Unionville Motors Pontiac-Buick-GMC is located at 4630 Hwy. #7 (at Kennedy Road). Call 905-477-1666 or just drop in on Saturday for the mammoth Neighbourhood Sale!

Their website is www.unionville-motors.gmcanada.com

The driving force behind Soccer Moms

By **Catrina Coghill**
Wheelbase Communications

When did Soccer Moms go sexy? I didn't get the memo that said they were trading in their sweat pants and minivans for designer suits and SUVs. Seriously, I didn't.

The next time you pass a high school baseball diamond with parents cheering in the stands, look at the vehicles in the parking lot. Take a quick count of what's there. SUVs as far as the eye can see, I tell ya.

But is it just me? I mean, am I reading too much into this or has there been a shift in the market?

Who better to ask than a guy whose livelihood depends on deciphering the needs and wants of drivers and potential customers.

David Wettstein, a sales and leasing consultant for General Motors (the manufacturers of the Buick Rendezvous, which I'll use to illustrate my point in a minute), says the change has been noticeable and he has a theory.

"Minivans have THAT stereotype."

You know, the one that screams unavailable, settled and hopelessly unexciting.

"An SUV is still a pretty big vehi-



Catrina Coghill

cle. It has the size and the space that a Soccer Mom needs to get all the equipment in, plus three or four kids, but it doesn't have the stereotype."

Translation: "They can still be hip." I guess that would explain the latest commercial for the Rendezvous — proof that maternal doesn't have to mean dull and boring ... OK, and the fact that I watch far too much TV.

If you haven't seen it, let me fill you in.

Set in the French Quarter of New Orleans, the skit revolves around a woman (whom we're supposed to believe is a Soccer Mom) dreaming

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