

LOCAL NEWS

Richard Fraser from Eastgate Ford sets another sales record!

Regardless of the state of the economy or the automotive industry, one thing remains true — great customer service will always be the key to success.

That's more than evident at Eastgate Ford where one of its sales representatives once again wowed his colleagues with his exceptional sales achievements last month.

Last year, Richard Fraser, a 29-year sales veteran at the east end dealership, set a record by selling 44 vehicles in the month of March. This year, he surpassed that record and topped it with an unbelievable 55 vehicles in one month.

Fraser, who's known for his humble, easy-going nature, says he was amazed when the tally came in at the end of the month. "We were watching it add up and I was blown away," Fraser says. "I thought last year would be tough to beat."

For Lance Richter, general manager of the dealership, it's not that surprising. "He is just an unbelievable sales rep," Richter says. "Just when I think Richard can't sell any more cars, he goes and breaks his record by 20 per cent!

Richard Fraser is one of the reasons Eastgate Ford continues to be successful year after year."

Eastgate Ford was established more than 50 years ago, and Fraser has been a part of the dealership since the early 1980s. While he admits the achievement is admirable, to him, it's all part of a day's work. "I can't really explain how I do it. I don't really know what to say," he says when asked about the achievement. "It's just what I do. I'm just a regular guy doing my job."

Richter however, has an idea of what makes Fraser so successful. "Richard Fraser is the definition of professionalism, he's a one-of-a-kind guy," offers Richter, noting it's Fraser's commitment to honesty and professionalism that are behind his success. Fraser is no stranger to working long hours, and Richter says he does everything he can to make sure his customers are satisfied with their purchase.

"He continually meets and exceeds expectations of his customers. We respect and appreciate all the efforts he has put toward Eastgate over the years."



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Select Mazda's 'Wash for a Cure'

Each year, thousands of Canadians are touched by breast cancer. It not only impacts the individuals living with the disease, but their families, friends and loved ones as well. On Saturday you can help fight breast cancer with Select Mazda's Car Wash for a Cure in support of the Canadian Breast Cancer Foundation.

For a minimum donation of \$10 to the Canadian Breast Cancer Foundation, Select Mazda promises to give the best car wash in town!

Select Mazda understands the importance of giving back. "The success of any

local business is created by the support of its community and customer loyalty. We feel it is very important for us, as a young dealership in our community, to give back to those who have supported us and contributed to our success and overall growth," says Chris Giardino, general manager, Select Mazda. "I chose the Canadian Breast Cancer Foundation because this disease has affected many families in our community, including my own."

To get involved, stop by Select Mazda Saturday between 9 a.m. and 3 p.m. Located at 347 Centennial Pkwy. N., Stoney Creek.

Don't miss the Road Runners swap meet, flea market and collector car auction April 25

The Road Runners Car Club is pleased to announce this year's 26th annual swap meet and flea market will include a huge collector car auction

Taking place April 25 from 9 a.m. to 4 p.m., the new Ancaster fairgrounds have given the club an opportunity to expand the offerings at this great show.

Adding the exciting wheels in motion auctions to the event will certainly add some excitement for all who attend.

The Road Runners are committed to making this event the best in eastern Canada and this year will prove it.

In addition to the inside vendors having much larger facilities to display in, the outside area is fantastic and the space is

endless. The new fairgrounds are at 630 Trinity Road in Ancaster at the corner of highways 52 and 53 ... take Exit 55 off Highway 403.

Parking for all spectators is free and the fields are now finished, so rain or shine it will be an easy access for both vendors and their customers.

For more details on becoming a vendor or a spectator, check: roadrunnerscarclub.com; for information on the auction, which begins at noon, see wheelsinmotionauctions.com

The Road Runners are a not-for-profit club that was established in 1956 and has continuously been in operation to support its members and the community.

ARE YOU PLANNING AN AUTOMOTIVE EVENT?

If you have an upcoming car show or automotive event, let us know and we'll publish your event details in an upcoming Wheels section. Email smastaler@thespec.com

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*See dealer details. +To qualify for GM Loyalty you must be a current GM Lease customer, see dealer for full details. **Payments based on 2010 Cobalt LS LT model and a 2010 Reg Cab 2WD Truck, OAC, 5.79% TD, 84 month term, cash credit applied, PST, GST, and Lic. Extra. *Lease plans available, see dealer for details. Vehicles may not be exactly as shown.

ANCASTER TOYOTA

April SALES EVENT EXCLUSIVE
HURRY!! Ends Friday, April 30th

DO YOU CURRENTLY LEASE A TOYOTA CANADA VEHICLE? DOES YOUR LEASE EXPIRE BEFORE DECEMBER 31ST, 2010?

IF SO, Bring your current 2006 or 2007 Toyota Canada leased vehicle to Ancaster Toyota, regardless of where you leased it! Ancaster Toyota will get you into a new 2010/2011 Toyota model at an even LOWER LEASE PAYMENT than your current 2006/2007 payment!! PENALTY FREE!*

FOR EXAMPLE....

2006 COROLLA CE
 Auto, air.
 MSRP \$18,770. Rate 3.9%
 Down payment \$0.
 Lease payment was **\$327.18*** 48 mos. incl. tax

2010 COROLLA CE
 Auto, air.
 MSRP \$18,365. Rate 1.9%
 Down payment \$0.
 Lease payment is **\$283.75** 48 mos. incl. tax

PLUS MORE STANDARD EQUIPMENT
 • 6 air bags • ABS brakes
 • AUX input • More H.P. with better fuel economy

DON'T HAVE A CURRENT LEASE VISIT US TODAY & TAKE ADVANTAGE OF THE BEST LEASE OR FINANCE PROGRAMS OF THE YEAR.

PLUS DURING OUR APRIL SALES EVENT ALL NEW LEASE CUSTOMERS WILL RECEIVE A SPECIAL BONUS OFFER!!

PLUS



2010 COROLLA CE
 Automatic with air.
0% PURCHASE FINANCING UP TO 60 MOS.
 OR LEASE
\$208 + tax for 60 mos.
 with only \$2,532 total due.

2010 MATRIX
 Automatic with air.
0% PURCHASE FINANCING UP TO 60 MOS.
 OR LEASE
\$225 + tax for 60 mos.
 with only \$2,711 total due.

2010 RAV4 2WD
 Automatic with air.
0% PURCHASE FINANCING UP TO 48 MOS.
 OR LEASE
\$299 + tax for 48 mos.
 with only \$4,568 total due.

2010 VENZA 2WD
 Automatic with air.
3.9% PURCHASE FINANCING UP TO 48 MOS.
 OR LEASE
\$379 + tax for 48 mos.
 with only \$5,705 total due.

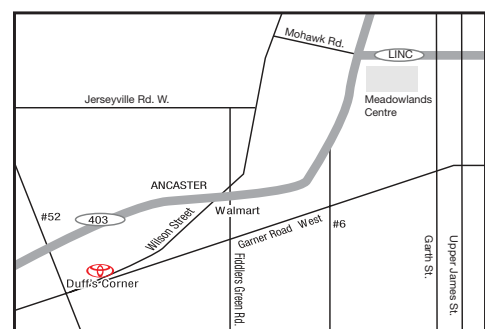
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*The example given for the 2006 Corolla lease was using current rates, residuals & MSRP in April 2006. 2010 Corolla BU42EP BA00 2010 Matrix KU4EEP BA00 2010 RAV4 2F4DVP AA00 2010 Venza BA3BBT AA00 2011 Sienna V6 2K3DCT AA00. MSRP \$18,365, \$20,160, \$24,595, \$30,760 and \$28,900. Lease rate: 1.90%, 1.90%, 3.90% and 4.5%. Optional end Value Price + Taxes: \$6,979, \$7,863, \$11,314 and \$13,842. Kms allowed per year without penalty 24,000. Vehicles not exactly as shown. 0% finance rates & 0.9% lease rates on select vehicles. *Certain conditions apply to the Toyota Canada Lease Program. For complete details please visit Ancaster Toyota.