

Plymouth Pledges to Inform, Not Pressure

We Value Your Time
When you're considering a new vehicle, we can arrange for you to take a test drive from your home or office. Most financing arrangements can be handled by phone or fax. Our goal is to make your buying experience as easy and pleasant as possible.

Freedom of Choice
Our computer locator can check the inventory of every Chrysler Plymouth dealer in America, so if we don't already have the exact model, color and options you want, we'll find them for you right away--at no extra charge.

Bottom Line Savings for Businesses
Ideal for the small business owner unable to qualify for traditional fleet quantities, our mini-fleet program offers comparable discounts on fleets of one to nine vehicles. Our fleet specialists are available seven days a week to answer any questions you may have about this program.

Single Parent/Head of Household Program

A Gresham Chrysler Plymouth exclusive, this program enables single parents to purchase the vehicles they need at a special discount. Any of our salespeople will be glad to give you more information on this program.

Masters' Program (55 Years and Over)
As a community-minded dealer, we designed this program especially for those of you are 55 and over. We believe you have achieved preferred status in life, and we honor your achievement with special sales incentives, as well as

lifetime price discounts on both parts and service.

Getting the Credit You Deserve

Our finance specialist have been trained to tailor financing to your exact needs. They'll make the process as simple as possible, explaining your options every step of the way. Accessories such as car phones and custom wheels can also be included as part of your total financing package.

Our goal is to treat customers in a way we'd like to be treated ourselves. In that spirit we developed our sales philosophy--Information, Not Pressure. Simply put, the better we're able to inform you, the more pleased you'll be with your purchase. That translates into customer loyalty, which is the foundation of our dealership. Our salespeople are trained to be good listeners, to offer advice and to assist you in getting your money.



Louis J. Boston
President, Gresham Chrysler Plymouth

If you prefer to lease, we can develop a custom payment plan to accommodate your budget as well as your bookkeeping system. Plus, with GoldKey Leasing, we can offer substantial savings over traditional leasing programs. Investment Protection Program

In Gresham Chrysler Plymouth's innovative vehicle maintenance program participants receive complimentary service reminders and accumulate bonus points redeemable for gifts, travel and automotive service. Our service technicians have been thoroughly trained in preventive maintenance to assure that your vehicle retains maximum resale value. And we make it as convenient as possible to bring in your investment for

the protection it deserves with weekday service department hours from 7:30 a.m.-5:30 p.m.

Our parts department is open six days a week with Saturday hours from 9 a.m. to 1 p.m. You'll find over \$100,000 in inventory, including everything from headlights to car phones to auto alarm systems. And our computerized ordering system assures prompt delivery on all custom orders.

Our Most Popular Services Just Happen to be Free

It may be because of our local climate, but our policy of always washing the cars we service seems to be widely appreciated. We'll also refill your windshield wiper fluid each time you visit. We provide these extras at no charge, as a way of saying "thanks" for letting us service your car.

Why Wait?

We realize your time is valuable, so while your car is being serviced, we'll gladly drive you to one of your local shipping centers. When you're finished with your shopping, just call--we'll pick you up and bring you back to our customer lounge.

Boston Remains Active

In keeping with the spirit of community involvement, Lou Boston, owner of Gresham Chrysler-Plymouth has long been active in community affairs throughout the greater Portland-Gresham area since purchasing the dealership in 1987.

Dodge Presents Black Enterprise Award



Employees of Gresham Dodge display the Black Enterprise Award (left to right): Bob Torrence, salesman; David Redmond, salesman; and Heather McDuffie, parts specialist. Not pictured: Cleo Smith, sales manager; and Dorian Boyland, president.



The 1991 Dynasty

"Whatever it Takes...We'll Earn Your Business"

Gresham Dodge President
Dorian Boyland



"BEING PREPARED TO SURVIVE IS EASY, TRY BEING PREPARED FOR SUCCESS."

Ellenae L. Henry Fairhurst, President
Cumberland Chrysler-Plymouth
Fayetteville, NC

Being prepared for success begins with the Chrysler Corporation commitment toward increasing minority involvement in their business. That's why Chrysler has made a commitment to the NAACP in its effort to incur more jobs and a better quality of life for everyone. It's called The Fair Share Program.

This kind of commitment has long been the Chrysler way of doing business. That's why several years ago the Chrysler Motors Minority Dealer Program was initiated. Since then, the Chrysler Motors Dealer Program has produced some of the most successful dealerships in the industry.

The way we do that is with one of the most extensive training and screening systems ever developed in the automobile business. And we back our prospective dealers with more than just capital. We give them insight, forethought and the best-built, best-backed cars available to the American public.

Our dealers, have the distinction of being among the most service-conscious anywhere. Because the bottom line in the business of selling cars, especially Chrysler built cars, is customer satisfaction.

So, while the Chrysler Corporation goal is to continually increase the percentage of minority owned and operated dealerships in America, we will still look to maintain the high quality of service and dependability you have come to trust from us.

All because at Chrysler Corporation, we believe fair share is the only way to work.

Chrysler Corporation's Black Dealers Nearest You:

Multi-Dealers Chrysler/Plymouth/Dodge/Jeep/Eagle:

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| Casa Grande Chrysler Center, Inc.
Casa Grande, AZ 85222 | Centennial Chrysler/Plymouth, Inc.
Englewood, CO 80112 | Dominian Chrysler/Plymouth, Inc.
Virginia Beach, VA 23462 | Ross Park Dodge, Inc.
Pittsburgh, PA 15237-3513 |
| Porterville Chrysler Center, Inc.
Porterville, CA 93257 | Macon Chrysler/Plymouth, Inc.
Macon, GA 31206 | Puget Sound Chrysler/Plymouth, Inc.
Renton, WA 98055 | Shelby Dodge, Inc.
Memphis, TN 38115 |
| Reggie Jackson Motors, Inc.
Quincy, CA 95971 | Harvey Chrysler/Plymouth, Inc.
Harvey, IL 60426 | North Seattle Chrysler/Plymouth, Inc.
Seattle, WA 98133 | Gulf Freeway Dodge, Inc.
Houston, TX 77017 |
| Anderson Chrysler/Plymouth/Dodge, Inc.
Anderson, IN 46012 | Tyson Motor Corporation, Inc.
Joliet, IL 60435-9990 | Bay City Chrysler/Plymouth, Inc.
Green Bay, WI 54305 | Rainier Dodge, Inc.
Olympia, WA 98502 |
| Huntington Chrysler/Plymouth/Dodge, Inc.
Huntington, IN 46750 | Kennedy Chrysler/Plymouth, Inc.
Indianapolis, IN 46222 | Dodge: | Elm Grove Dodge, Inc.
Wheeling, WV 26003 |
| Thomas Chrysler/Plymouth/Dodge, Inc.
Holton, KS 66436 | Preston Highway Chrysler/Plymouth, Inc.
Louisville, KY 40216 | Midfield Dodge, Inc.
Midfield, AL 35228 | Jeep/Eagle: |
| Rainbow Motors, Inc.
Nantucket, MA 02554 | Alexandria Chrysler, Inc.
Alexandria, LA 71303 | Brandon Dodge, Inc.
Tampa, FL 33619 | West Indy Jeep/Eagle, Inc.
Indianapolis, IN 46254 |
| Vicksburg Chrysler/Plymouth/Dodge, Inc.
Vicksburg, MI 49087 | Capital Chrysler/Plymouth, Inc.
Lansing, MI 48917 | Barrington Dodge, Inc.
Barrington, IL 60010 | Davis Buick-AMC, Inc.
Battle Creek, MI 49015 |
| Currie Motors, Inc.
Sanford, NC 27330 | South Boulevard Chrysler/Plymouth, Inc.
Charlotte, NC 28224 | Cardinal Dodge, Inc.
Louisville, KY 40216 | Prestige Jeep/Eagle, Inc.
Tupelo, MA 38802 |
| Gordon Chrysler/Plymouth/Dodge, Inc.
Vineland, NJ 08360 | Cumberland Chrysler/Plymouth, Inc.
Fayetteville, NC 28304 | Monroe Dodge, Inc.
Monroe, LA 71201 | The New Bloomfield Motors, Ltd.
Bloomfield, NJ 07003 |
| Gonzales Chrysler/Plymouth/Dodge, Inc.
Española, NM 87532 | Salem Chrysler/Plymouth, Inc.
Winston-Salem, NC 27104 | All Star Dodge, Inc.
Baltimore, MD 21228 | Riverside Jeep/Eagle, Inc.
Gladstone, OR 97027 |
| Friendly Motor Sales, Inc.
Delphos, OH 45833 | Flatbush Avenue Chrysler/Plymouth, Inc.
Brooklyn, NY 11234 | Northwestern Dodge, Inc.
Ferndale, MI 48220 | Anchor Jeep/Eagle, Inc.
Williamsport, PA 17701 |
| Southland Chrysler Products, Inc.
Marion, OH 43302 | Utica Chrysler/Plymouth, Inc.
Yorkville, NY 13495 | North Star Dodge Center, Inc.
Brooklyn Center, MN 55429 | Robinson Jeep/Eagle, Inc.
Norco, CA 91760 |
| Punxsutawney Sales and Service, Inc.
Punxsutawney, PA 15767 | Gresham Chrysler/Plymouth, Inc.
Gresham, OR 97030 | Metroline Dodge, Inc.
Charlotte, NC 28210 | Pasadena Jeep/Eagle, Inc.
Pasadena, CA 91107 |
| Chester Chrysler/Plymouth/Dodge, Inc.
Chester, SC 29706 | Town & Country Chrysler/Plymouth, Inc.
Milwaukee, WI 53222 | Montclair Dodge, Inc.
Montclair, NJ 07042 | Royal-Zocco Corp.
Oxnard, CA 93030 |
| Middle Tennessee Chrysler/Plymouth/Dodge, Inc.
Murfreesboro, TN 37130 | Lambert Chrysler/Plymouth, Inc.
Coatesville, PA 19320 | Royal Dodge, Inc.
Woodbury, NJ 08096 | Gary Fronrath Jeep/Eagle, Inc.
Ft. Lauderdale, FL 33204 |
| Hempstead Chrysler/Dodge/Jeep/Eagle, Inc.
Hempstead, TX 77445 | Southland Chrysler/Plymouth, Inc.
Memphis, TN 38116 | Kemper Dodge, Inc.
Cincinnati, OH 45246 | C&L Jeep/Eagle, Inc.
Effingham, IL 62401 |
| M.P. Chrysler/Plymouth/Dodge, Inc.
Lexington, VA 24450 | Texas Chrysler/Plymouth, Inc.
Garland, TX 75041 | Yates-Wyler Dodge, Inc.
Milford, OH 45150 | Anderson Jeep/Eagle, Inc.
Anderson, IN 46012 |
| Dominion Chrysler/Plymouth/Dodge, Inc.
Waynesboro, VA 22980 | All Star Chrysler/Plymouth, Inc.
Houston, TX 77037 | Edmund Dodge, Inc.
Edmond, OK 73083 | |
| Battleboro Chrysler/Plymouth/Dodge, Inc.
Battleboro, VT 05301 | Marco-Cabell Chrysler/Plymouth, Inc.
Houston, TX 77065 | East Tulsa Dodge, Inc.
Tulsa, OK 74145 | |
| Chrysler Plymouth: | Dearbrook Forest Chrysler/Plymouth, Inc.
Kingwood, TX 77339 | Gresham Dodge, Inc.
Gresham, OR 97027 | |
| Ontario Chrysler/Plymouth, Inc.
Ontario, CA 91761 | Freedom Chrysler/Plymouth, Inc.
Lancaster, TX 75146 | Lee Folk Dodge, Inc.
Muncy, PA 17756 | |

FAIR SHARE/GOOD BUSINESS

