

# SELLING IT

**THE MITSUBISHI GALANT.  
RANKED #1 FOR THE FIRST  
CONSECUTIVE YEAR.**

**CARDRIVER  
MAGAZINE RANKING\***

- #1 MITSUBISHI GALANT ES
- #2 HONDA ACCORD LX
- #3 OLDSMOBILE Alero GL
- #4 TOYOTA CAMRY LE



In its first year, the totally redesigned Galant has beat out some very well-known competitors, Honda Accord, Toyota Camry. These names ring a bell? Visit your nearest Mitsubishi Retailer and experience what the folks at Car and Driver did.

BUY FOR **0** DOWN. INTEREST 'TIL 2000. PAYMENTS 'TIL 2000. **OR GET UP TO \$2,500 CASH BACK ON ANY NEW '99 GALANT**



**One whole year in a row, eh?**



**Make Audio-Tech part of your daily commute, and leave your competition in the dust.**

Ever wonder how some people seem to be up-to-date on all the latest trends and ideas? Maybe they don't have more time—maybe they just have better resources. Audio-Tech Business Book Summaries deliver the current business thinking you need, on a cassette you can pop in and listen to anytime. Suddenly, your commute is no longer a source of frustration, but an opportunity to think strategically about the future of your business—and a chance to pull ahead of the competition.

## Aping England

"Ever wonder how some people seem to be up-to-date on all the latest trends and ideas?" asks this ad for *Audio-Tech Business Book Summaries*. And the latest trend is ... to put the steering wheel on the right side of the car? (It appears that some mischief maker reversed the image from left to right.)

## A heavenly ride

**W**hen a California reader's mother-in-law received a survey from General Motors early this year, he remembers crossing out her name and informing GM that she had died. The result was a follow-up letter from GM inquiring whether she might now be interested in buying a new car. The letter was addressed to the mother-in-law, but GM had given her a new middle name: Deceased. "She did love her Cadillac," the reader wrote us, "but I don't think enough to bring her back into the market for another."



**\$19.95,  
unless it's more**

**W**isconsin readers spied the small type on this sign and wondered just who might benefit from the low price—drivers of kiddie cars?

**Or \$3,000, or \$2,000, or \$1.50 ...**

**W**hat's that little smudge in front of "Four Thousand Dollars"? Two little words: "up to."



Check it out Jennifer,

Wow...hey this is cool. Ford Motor Company is going to give you a \$400. cash bonus. **PLUS** no down payment. **PLUS** you don't have to make your first payment for four months. Definitely Phat. We know you got a certificate in the mail. Hopefully you can find it; if not, no big deal—we know you qualify. Just bring us your new diploma and grade transcripts from the Bursar's office. (Just kidding, we trust you).

Now here's what's whack! We want to match the deal. We'll give you another \$400. Bucks! You can use it at any one of our three dealerships towards the purchase of any new car, truck, van or S.U.V. built by Ford, Lincoln or Mercury.

## Ford. Dude.

"Check it out," said this letter sent some time ago by three car dealers in Indiana, offering a recent college graduate cash toward the purchase of a *Ford, Lincoln, or Mercury*. "Wow," it continued, "hey this is cool." And "definitely Phat." And "whack." In fact, it told the college grad, "YOU are really Puff Daddy, because your name is on the short list to get a really great deal." The sign-off: "Peace out." The letter was forwarded to us by the graduate's husband. "Good thing," he wrote, "she spent four years and thousands of dollars to learn what is whack!"