

# PONTIAC FANS SCRAMBLING FOR DEALS

Incentives offered for discontinued line

When it comes to brand loyalty, there are Pontiac fans and there are Oshawa Pontiac fans who love a deal.

Despite a challenging retail market - incentive pricing on some discontinued Pontiac models is creating a sales stampede at some local dealerships. Mills Pontiac Buick GMC took a flyer earlier this year when they purchased hundreds of Pontiacs from dealerships that were ordered closed by General Motors as a result of last year's meltdown in the car industry.

It was one year ago that General Motors announced it was discontinuing the 83-year old brand.

Jason Craine, the dealership's General Manager, said that there was some discussion about whether to risk committing to a brand that was going extinct. "The gamble has paid off," Craine said, "Oshawa loves a deal and right now a new Pontiac is the best deal in the industry."

The gamble Craine was referring to was to buy 700 additional Pontiacs from closing dealers across Canada, including a variety of G3's, G5's, G6's, and Vibes.



"The hope was that when the incentives came, our customers would be in a position to get a new car at a rock bottom price," he said. "That time has arrived."

Mills started with over 700 of these Pontiacs, and now have less than 100. Don't expect these vehicles to be around much longer as demand has been significant due to the new factory incentives.

Earlier this month, General Motors announced limited-time incentives that will knock as much as \$8000 off the sticker price of a G5, which normally carries a list price of \$21,240. The G3's have a suggested retail price \$16,630 and Mills is selling them for just under \$10,900.

Craine said there are taxes on top of this, but he said he just sold one to a customer who will only have a bi-weekly payment of \$89.00, with tax and freight included and no money down.

"There is a real buzz around the dealership. Our staff is having fun, and our customers are getting fantastic deals."

When asked if other dealerships are experiencing the same success with the discontinued Pontiacs, Craine replied, "If you can find them. We are not aware of any dealer that purchased as many Pontiacs as Mills and we know that we still have the largest selection of remaining Pontiacs by far."