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B.C. Auto Dealer Giving Away Up To \$3 Million Dollars

Upgrade Program Sparks Auto Market With Huge Cash Giveaways

PRINCE GEORGE B.C. – Northland Dodge is much more than your typical auto dealer. In December 2009, they achieved the prestigious honor of being the #1 volume dealer in Western Canada, #2 Volume Dealer in all of Canada and were nominated for the 2009 Canadian Dealership of the Year!



Northland President Brent Marshall donates \$100 from every vehicle sold to PRGH.

However, much more impressive is their philanthropic involvements. Over the past 4 years, Northland has become the only auto dealership in Canada to create a Children's Charity and donate well over \$1 million to local Children's Health Care and the construction of a Children's Wing at Prince George Regional Hospital. In 2010 they intend to broaden the giving, with over \$2 Million Dollars in Gift Cards being sent out to their loyal customers.

Brent Marshall, President of Northland, along with the entire Northland Dodge Team, has been very involved with the community over the years and continues their philanthropic efforts to support the Prince George area. Marshall pointed out, "This incredible community and surrounding area has supported our dealership and made us the #1 Volume Dealer in B.C. for the past 5 years. We feel that as an active member of the community, it is our responsibility to give back - the Northland Dodge Children's Fund is one of the best ways we have found to show our appreciation."

Northland also intends to give back in many other ways. In wanting to step up the timeline and reach their goals this year they have several innovative plans that are all new to Automotive Customers.

"Northland Dodge is pleased to announce that not only is \$100 from every vehicle sold being donated to the Children's Fund but over \$2 Million Dollars in VISA gift cards will be sent

to our loyal customers in the first Quarter of 2010. Over 20,000 - \$100 Gift Cards will be sent out in the upcoming months!"

Northland has also announced they have been authorized to hold a Chrysler Upgrade event with extremely aggressive pricing, low rate financing and an additional \$2000 Cash for their customers. "Customers can claim an additional \$2000 just by logging onto www.ChryslerUpgrade.ca and entering code NC25. It's like free money!" The Chrysler Upgrade event begins January 16th and runs through Saturday, February 27th.

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Northland is also promising the highest trade-in allowances of the year and encourages anyone that has been considering trading-in their vehicle to stop by the dealership for a brief 15 minute assessment of their vehicle. They have just finished the most successful year in their 25 year history and are in desperate need of quality vehicles for their used vehicle inventory. As an additional incentive, Chrysler Canada has a new Loyalty Rewards Program offering customers additional cash back and 2.25% financing up to 84 months on virtually every new Dodge, Chrysler, and Jeep vehicle.

Marshall pointed out, "We are dedicated to creating lasting relationships with our customers and know that this requires us to provide first class customer service, aggressive pricing and maintaining the best selection of vehicles. Of course, savings is the key ingredient that turns shoppers into buyers so we will be pulling out all the stops to provide the maximum savings during this program!" Northland has been known to reward customers with up to \$1000 for sending in their friends and family to purchase.

Customers can get their online savings voucher exclusively by visiting www.ChryslerUpgrade.ca using Access Code: **NC25**. For those that may not have internet access they are asked to call 1-800-945-1867.

Business is great for Dealers like Northland as Automotive Analysts state Chrysler's 2010 lineup has never been better. The most Award-Winning lineup in the business offers a huge selection but none as exciting as the much anticipated 2010 Dodge Ram pickup. This all new truck was recently voted "BEST NEW TRUCK EVER BUILT!" The Jeep line up also benefits in a huge way this year as it was once again recognized with the "Highest Re-Sale Value among all domestic Brands" according to Kelley Blue Book, the authority in assessing automotive resale values. The Chrysler brand also announced many innovative and fuel-efficient vehicles in their 2010 line-up.

In addition to an exciting lineup this year, Northland has another large advantage as they are part of the AutoCANADA dealer group, Canada's only publicly traded auto group (TSX: ACQ). This allows their group to sell virtually every make and model of vehicle.

With over 2000 used vehicles available as well as a full time US Importer/Specialist on site, Northland appears ready to find any vehicle for their customers. They are known to sell vehicles right across Canada with many distant deliveries taking place each month.

As a wrap-up to their incredible goal, Northland will also be giving away an ALL NEW \$40,000 Ram Heavy Duty 2500 pickup to one of their lucky customers when they reach the \$1,000,000 donation mark. All customers who purchased a vehicle between July 2005 and this date will receive one entry for every vehicle purchased. Odds are expected to be approximately 1 in 10,000 of winning and no purchase is necessary.

After a very brief visit to this remote Northern City it becomes very evident for all Auto Dealers in Canada; a new benchmark is being set in the Automotive World and it will not be easy to reach.