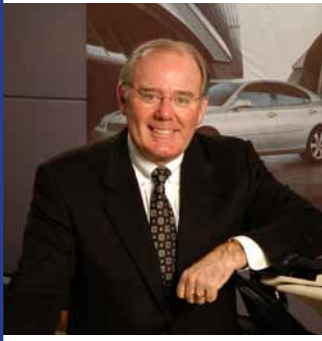


DORSCHTEL



BUICK®



A Message from Rick Dorschel

I wanted to take the time to thank you for being a customer of the Dorschel organization, and to fill you in on the exciting news coming out of our Buick store. If there is anything you'd like to see in future issues please let us know!



What's New?



Buick Ranks Highest in Long-Term Dependability

—GM Division Ties for No. 1 Ranking in J.D. Power and Associates Study

Buick ties Lexus in J.D. Power Dependability Study

Buick continues its tradition of excellence in quality by ranking highly in the **J.D. Power and Associates 2007 Vehicle Dependability Study**, which measures long-term quality during the third year of ownership. Buick owners report an average of less than 1.5 problems per vehicle after three years of ownership. Buick's top rank in 2007 is due to the performance of their individual models.

"Quality is a key hallmark of the Buick brand. Buick has long been regarded for craftsman-like quality, attention to detail and library quiet interiors. Our owners feel confident that they have a high-quality, quiet vehicle that is now a recognized leader in long-term dependability."

Jim Bunnell, General Manager of Buick-Pontiac-GMC

Buick Enclave earns Consumer Guide Best Buy...

The Buick Enclave continues to impress and the staff at Consumer Guide have taken notice. The Enclave has won a Best Buy award in the Premium Midsize SUV class. A Best Buy designation signifies that a vehicle is the top overall vehicle in each class. This rating is higher than a recommended buy!



Did you know if you buy snow tires from Dorschel we'll store your other set of tires for free?

Ask us about our snow tire package!



2008 LaCrosse Super



It's an Artfully Sculpted Buick

The LaCrosse Super conveys its assertive attitude from any angle. The new rocker moldings are flanked by exclusive 18" x 7" aluminum wheels that glisten in the sun. There's a tasteful rear deck spoiler, a Super badge, and a totally new rear fascia. All of which is only fitting when you consider this Buick is equipped with a 300-hp V8, large diameter brakes, premium steering and suspension components and a chassis specially tuned for enthusiastic driving. It sets a new mid-size benchmark for compelling design, carefully crafted luxury, and sophisticated performance.

2008 Enclave



The First Luxury Crossover from Buick

The all-new 2008 Buick Enclave. It is raising standards. It is raising eyebrows. It carries on the legendary qualities of Buick's past. Yet it's like no Buick.

If you haven't been in to test drive the all new Enclave, please stop in and see what everyone is talking about! AWD and a Third Row Seat! True Luxury!

Visit us at dorschel.com
3399 West Henrietta Road • Rochester NY • (585) 533-CARS

Our Buick Staff



Martha Ritter: Buick Sales Manager, it's her job to ensure you enjoy your vehicle purchasing experience and that the staff is helpful to you in every manner possible. Prior to coming to Dorschel Martha worked for twenty five years at American Airlines, where high level customer service was an expected attribute in the travel industry. Her goal for herself and the staff is to provide you, the customer, with the most enjoyable automotive buying experience possible. Welcome to Dorschel Buick and the Dorschel Difference, begins with you!



Pete LeBoo: Sales Consultant with Dorschel Automotive for 5 years. Originally assigned to Toyota, recently came to Buick after seeing the incredible design and craftsmanship of the new Buick Enclave. Buick is an amazing car manufacturer with a history of quality second to none. Pete looks forward to assisting you in all of your automotive needs both now and in the future.



Pat Froelicher: A Buick owner all her life, Pat has been a Dorschel Buick salesperson for the past three years after having her own customer service business for 22 years. Pat's desire to work directly with the customer coupled with her firm belief in the Buick product have earned her a successful business at the finest Buick dealership in Rochester---Dorschel. "I look forward to helping you in the selection of your next Dorschel vehicle."



Don Lennox: Our newest member of the Buick sales and leasing team. As the second generation of a family with automotive industry experience, Don possesses ten years of General Motors manufacturing management experience prior to joining the Dorschel team. His background allows Don the unique ability of knowing the automotive world from design through sale to the final customer. Excellence is my commitment to you, the Dorschel Buick customer. The relationship begins with your purchase and is dedicated to ensuring the pleasure of your motoring experience.



Rebecca Rollins: Started in the car business back in the early 90's after running a home based business while her girls were growing up. Worked at several GM dealerships, qualified as a Minority Dealer for General Motors and even had her own car lot for six years before coming to Dorschel. It is the love of people that keeps Rebecca going. She has met so many wonderful people through the car business. It is good to be working at the best dealership in Rochester.....Dorschel!

Bring this newsletter in & receive

\$250

off your best deal!

Prior Sales excluded. Expires December 31, 2007

*Happy Holidays
from Dorschel Buick*