



it's positively clear

Lancaster Economic Development/Redevelopment

UPDATE

LANCASTER AUTO MALL Price Protection Guarantee

Now you can buy any of the twelve distinct brands of cars and trucks available at the Lancaster Auto Mall with confidence, thanks to their new Price Protection Guarantee.

The Guarantee is simple: If you find a better price for an equally equipped new car or truck within 72 hours of buying a vehicle from a Lancaster Auto Mall dealer, they promise to pay you the difference or, at their option, refund your purchase price and take the car back.*

So make the Lancaster Auto Mall your first stop when buying a new car or truck. You'll find a great selection and a price that can't be beat. As a matter of fact, it's guaranteed!

* Certain mileage and condition restrictions apply. Ask your dealer for details.

Auto Mall Institutes New Price Protection and 10-day Exchange Programs

Now, more than ever, it just makes sense to Shop Lancaster first

A modern myth continues to circulate that the best car deals are found with mammoth big-city dealers. This is simply not true. To prove their point, the Lancaster Auto Mall dealers have come together to create a new "Price Protection Guarantee" across all 12 major brands represented in the City's regional auto center.

"The dealers have all pledged that if you find a better price for an equally equipped new vehicle within 72 hours of purchase, they'll refund the difference or take the car back," says City Manager Mark V. Bozigian. "Furthermore, all Auto Mall dealers are now offering a 10-day exchange on used cars and trucks. If, for any reason, you are dissatisfied with a used car purchase, you can return it within 10 days for full credit toward any other car on their lot. These new offers speak volumes about our dealers' ability to compete strongly in the SoCal market."

The new cooperative marketing campaign coincides with the completion of a new phase in the growth of the Auto Mall which has served the region for more than 20 years.

"The City's Redevelopment Agency has worked hard to create an attractive environment for automotive sales," says Bozigian. "With the recent addition of Antelope Valley Chevrolet and AV Subaru, existing Auto Mall facilities are fully occupied. Car and truck buyers in the Antelope Valley now have more available choices than at any point since the inception of the Auto Mall in 1988."

Auto sales contribute nearly 10% of the City's sales tax collection each year, making the sector among the City's most significant sources of tax revenue. But having a thriving Auto Mall means more than just added revenue, it also means new jobs and opportunities for community involvement. Local car dealerships are among the Antelope Valley's most active corporate citizens.

With in-town convenience, the best prices and guaranteed satisfaction, why would you want to shop anywhere else? What's more, by buying locally, your tax dollars go toward local projects rather than benefitting other communities. Shop the Lancaster Auto Mall first. Your tax dollars will stay closer to home and you will get the best deal around.

"These new offers speak volumes about our dealers' ability to compete strongly in the SoCal market."

Mark V. Bozigian
Lancaster City Manager



LANCASTER AUTO MALL

MORE BRANDS. MORE CHOICES.



■ Sierra Toyota/Scion

Investing \$6.5 million in a major expansion at the depths of the recession is not what you'd expect, but Jim Hawse is no ordinary business person. As he sees it, a down economy is the perfect time to expand. Costs are lower and you've got a head start on the competition when the upturn arrives.

So Hawse moved forward with his 65,000-square-foot expansion of Sierra Toyota/Scion. Today, it's the largest indoor showroom in Southern California and the first to be solar powered.

Things started out at a slightly more humble level. Founded in 1984 with a small lot on Sierra Highway, Hawse took over a decade later. Since then, Sierra Toyota/Scion has grown to become one of the biggest dealerships around and a major benefactor to the community.

After 27 years, Sierra Toyota/Scion is still a family affair. Son Brett serves as Sierra's Sales Manager while daughter Breegan Johnson manages the firm's real estate interests.

Sierra Toyota: www.sierratoyota.com | 877-299-7550
Sierra Scion: www.sierrascion.com | 888-208-9884



■ Antelope Valley Chevrolet

Lou and Joyce Gonzales epitomize the kind of family-owned businesses that are picking up the nation's economy by its bootstraps. When GM disbanded the Saturn brand, Lou and Joyce bounced back to create Antelope Valley Chevrolet in November 2010. Sales have since skyrocketed.

"Working with the City of Lancaster has been wonderful," commented Lou Gonzales. "They have done everything humanly possible to help make this dream come to fruition."

Lou and Joyce brought all 38 former Saturn employees to the dealership including sons Justin and Joey who serve as Sales Manager and Internet Manager, respectively. They have also hired additional employees since opening.

With more than 30 years of experience in the automotive field, Gonzales reports sales at the new dealership have been robust. "We've had tremendous success, particularly with the new Cruze and Malibu models. They're sold as soon as they arrive," said Gonzales.

Antelope Valley Chevrolet: www.avchevy.com | 877-385-0885



■ Hunter Dodge/Chrysler/Jeep

An institution in the Antelope Valley, Hunter Dodge/Chrysler/Jeep has been serving the area since 1944. Brothers Tim and Tom Fuller took over the reins of the family-owned business in 1997, following in the footsteps of founder and grandfather Hank Hunter and father Tom Fuller. Today, they are as committed to providing quality service, a great selection and unbeatable prices as their grandfather was nearly 70 years ago.

Hunter's wide inventory of vehicles includes best sellers from Dodge, Ram, Chrysler and Jeep lines including the sporty new Dodge Durango, Motor Trend's "2010 Truck of the Year" Ram Heavy Duty, the eye-catching new Chrysler 200 and Consumer Digest's "Best Buy" Jeep Grand Cherokee.

In the coming year, the Fullers will bring even more exciting new models to Hunter showrooms as a part of the remarkable new Chrysler/Fiat global alliance.

Hunter Dodge/Chrysler/Jeep: www.hunterdodge.com | 888-854-9360



■ Antelope Valley Ford/Lincoln/Mazda

Mike Johnson's timing could have been better. He started in the car business in the midst of the Arab oil crisis. Yet he made the most of it. After learning the ropes for a few years, in 1979 he earned the distinction of being the youngest person ever to be awarded a Ford franchise, Antelope Valley Ford. He's been at it ever since.

Johnson added Mazda to the mix in 2008. He also expanded the dealership's service offerings to include a Quick Lane service center, where common maintenance is performed quickly and at competitive prices.

According to Mike, it's all about treating your customers well. "People here are very loyal. If you treat them right and give them good service, they'll come back, again and again, bringing their family and friends with them."

Antelope Valley Ford/Lincoln: www.avford.com | 888-244-0072
Antelope Valley Mazda: www.avmazdas.com | 888-366-2127



LINCOLN



MAZDA



■ Lancaster Honda/AV Subaru

Rick Clutter of Lancaster Honda and AV Subaru is a big supporter of the community. Lead sponsors of the *Streets of Lancaster Grand Prix* and numerous other City events and activities, Clutter believes strongly in giving back to those who have made him successful.

"The City of Lancaster has been home to my family for four generations. We're delighted to be a part of the *Streets of Lancaster Grand Prix* and other civic events," says Clutter.

It doesn't hurt that Clutter loves competition. He's been around cars his entire life. As a boy he worked at his father's gas station. Growing up, he tinkered with cars and then bought his first dealership more than 25 years ago. During a brief "early retirement," Rick spent his time building hot rods and winning car shows.

But now it is back to business for Clutter. As the owner of two Auto Mall dealerships, plus a local tire and lube shop, Clutter's team stands ready to help your family, whatever their automotive needs.

Lancaster Honda: www.avhonda.com | 800-917-2150
AV Subaru: www.avsubaru.com | 888-903-3134



HONDA



SUBARU

ledr

Lancaster Economic Development/
Redevelopment Department



"MOST BUSINESS-FRIENDLY CITY"
IN LOS ANGELES COUNTY
—Los Angeles Economic Development Corporation

Chairman R. Rex Parris
Vice Chairman Ronald D. Smith
Directors Marvin E. Crist, Ken Mann, Sherry Marquez
Executive Director Mark V. Bozigian

To learn more about LEDR, please call 661-723-6128
or visit us on the web at: www.ledr.org

**LANCASTER
ECONOMIC DEVELOPMENT/
REDEVELOPMENT DEPARTMENT**

44933 Fern Avenue
Lancaster, CA 93534

PRSR STD
U.S. POSTAGE
PAID
EZ DIRECT

POSTAL CUSTOMER

All Pampered Pre-owned Are Backed by 10-day Exchange



The Lancaster Auto Mall takes the worry out of car-buying by backing every pre-owned vehicle with a 10-day Exchange privilege.

If, for any reason, you are dissatisfied with a used car purchased from any

Lancaster Auto Mall dealer, you can bring it back and exchange it for full credit against any other car on the lot. Certain mileage and return condition restrictions apply, so please ask your dealer for details.

Additionally, many late model pre-owned vehicles, demonstrators and lease returns are still covered under factory warranties. Most vehicles are available with optional extended warranties.

So new or used, you can buy with confidence at the Lancaster Auto Mall.



We Service What We Sell

Every Lancaster Auto Mall dealer also offers complete parts and service departments as well as new and used car sales.

Whether you need a quick oil change, warranty service or even collision repair, there is a service bay ready to handle your needs fast and affordably.

Many dealers offer low-cost rentals or loaner cars should your service visit require an extended stay. Most offer courtesy cars to drop you off at home or work.

All dealers also have fully-stocked parts departments with factory-certified replacement parts and accessories. Whether you are a do-it-yourselfer seeking quality parts or an aficionado looking to class up your coupe, you'll find everything you need at the Lancaster Auto Mall.

Shop Online! www.lancasterautomall.com

The Lancaster Auto Mall is all about making your shopping experience more convenient. This is why all of the dealers provide easy access to their new and used inventory online.

Browse through hundreds of available cars, trucks and SUVs before you ever leave home. Pick your favorites, get price quotes and set up test drives in just a few clicks of a mouse. It couldn't be easier.

Find your next car at the Lancaster Auto Mall and keep your tax dollars working at home.

The City of Lancaster appreciates the generous underwriting of programs and services by our City Partners. Please extend your thanks and patronage to all our City Partners.

