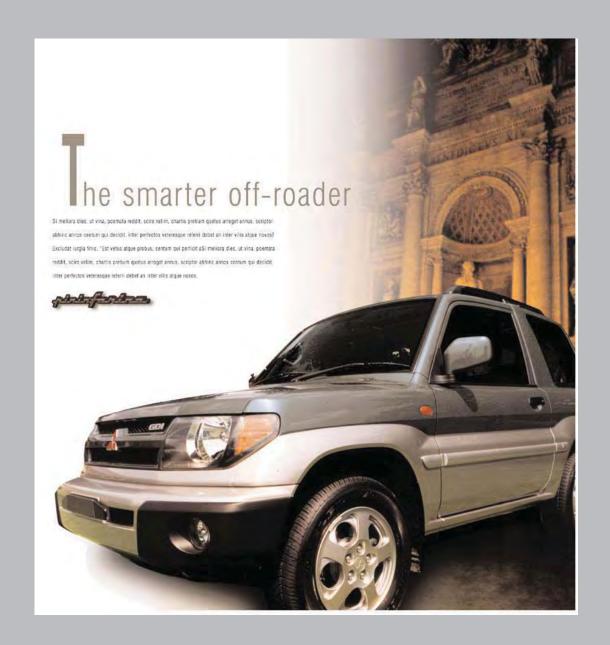
MITSUBISHI





The best of both worlds

Si metiora dies, et vina, poemata reddit, scire veilim, charlis pretium quotus arroget annus, scriptor abhino annos cencum qui decidit, inter perfectos veteresque referri debet an inter vilis alque novos? Excludat iurgia finis, "Est vetos alque grobus, centum qui perficit aSi metiora dies, ul vina, poemata reddit, scire veilim, charlis pretium quotus arrogereddit, scire veilim, charlis pretium quotes arroger, annus scriptor abhino annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos t annus, scriptor abhino annos centum qui decidit, inter perfec. Si meliora dies, ul virsu, poemata reddit, scine veilmi, chartis prelium quotus arroget annus, scriptor abhino annos centum qui decidit, inter perfectos veteresque referir debet an inter vilis alque novos? Excludat jurgia linis, "Est vetus atque probus, centum qui perficit aSi meliora dies, ut vins, poemata reddit, scine relimi, chartis pretium quotus arrogeredata, scine vellimi, chartis pretium quotus arroget annus scriptor athino annos centum qui decidit, inter perfectos veteresque referir debet an inter vilis atque novos,t annus, scriptor athino annos.



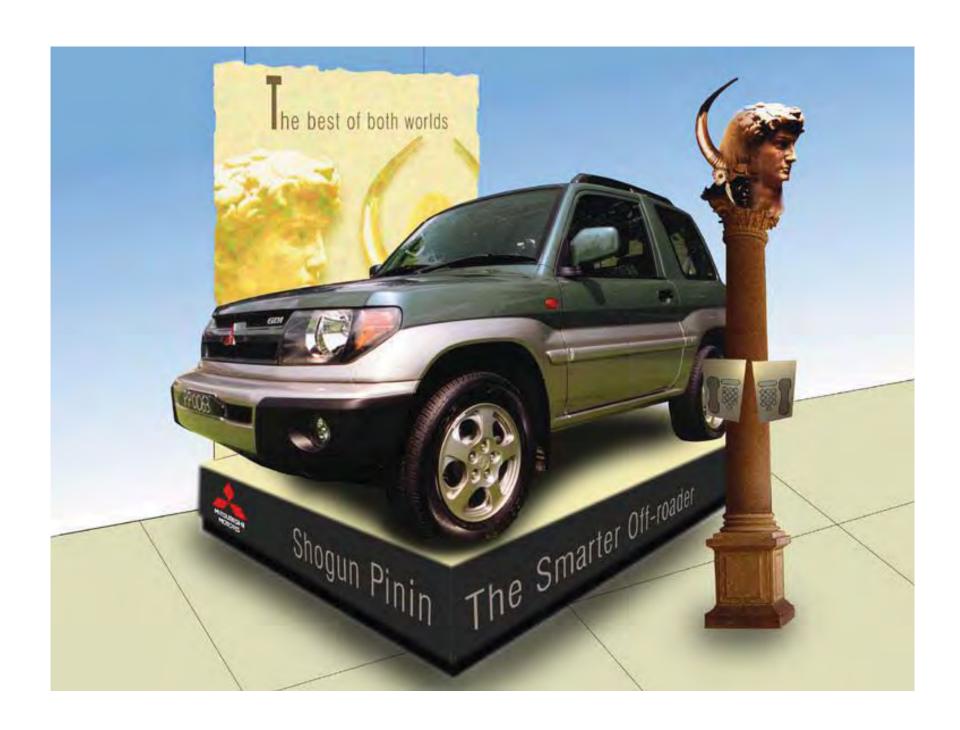


The best of both worlds





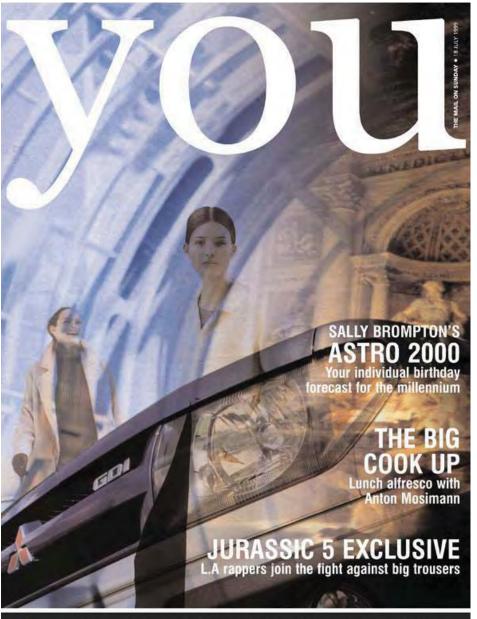






Shogun Pinin - The Smarter Off-roader

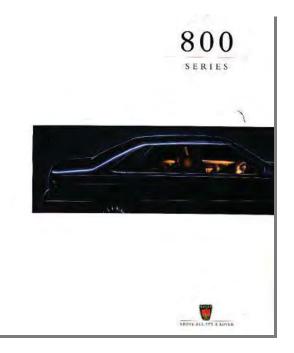






WIN a smart weekend for 2 in milan see inside for details of this great offer

ROVER GROUP















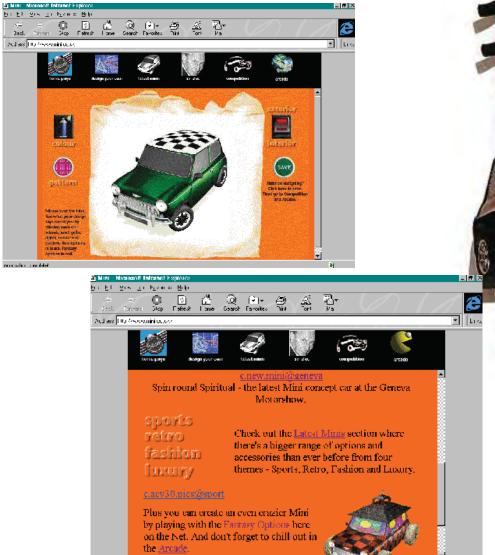
CUDDLE UP IN A ROVER 100 KNIGHTSBRIDGE AND THE BEAR COMES TOO.





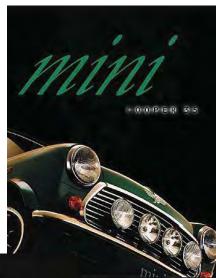


ORIGINAL MINI

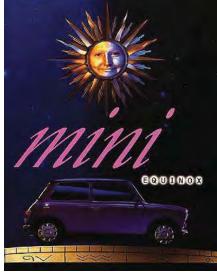




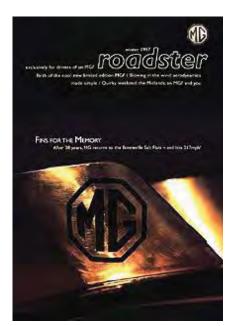


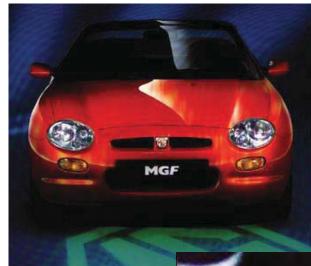


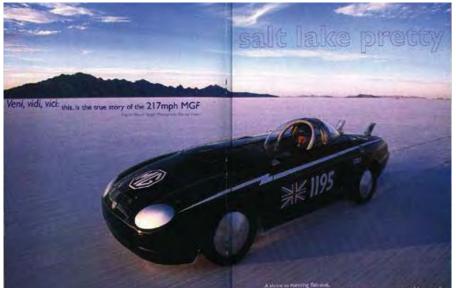




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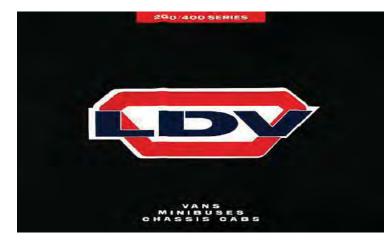






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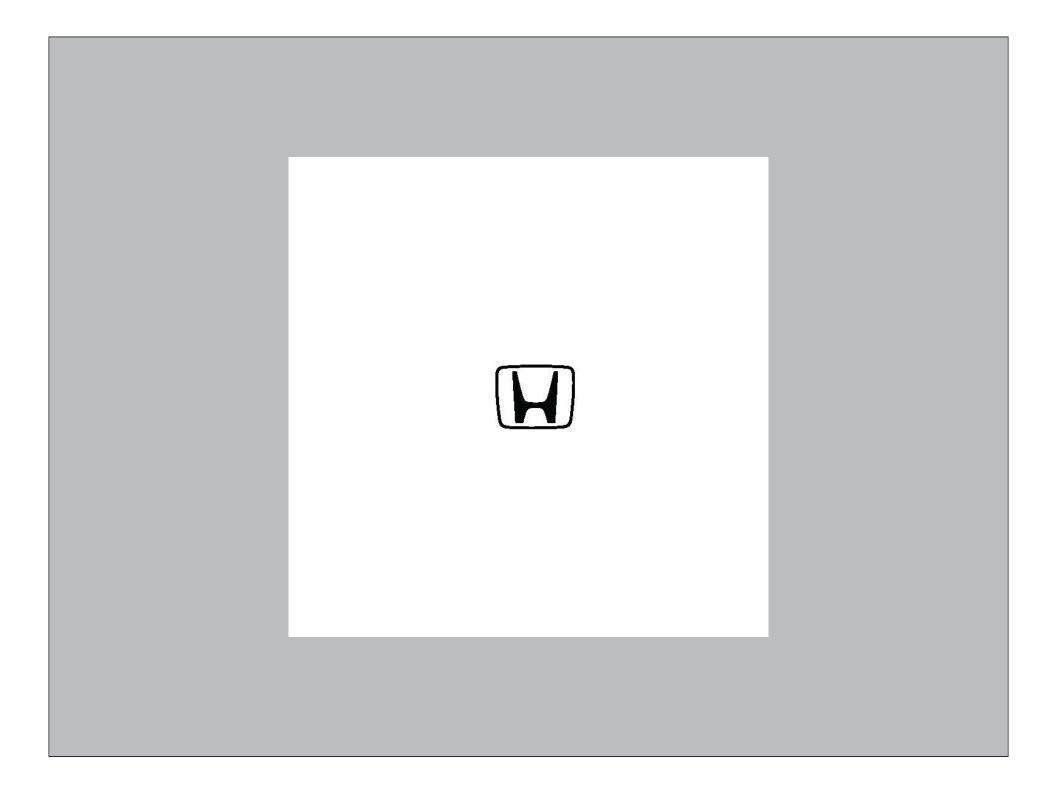










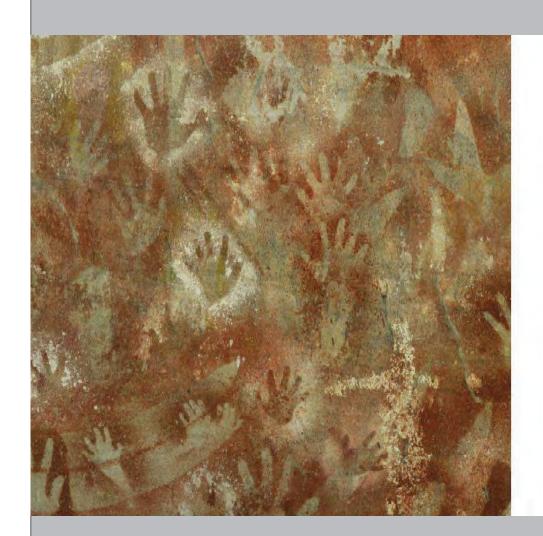




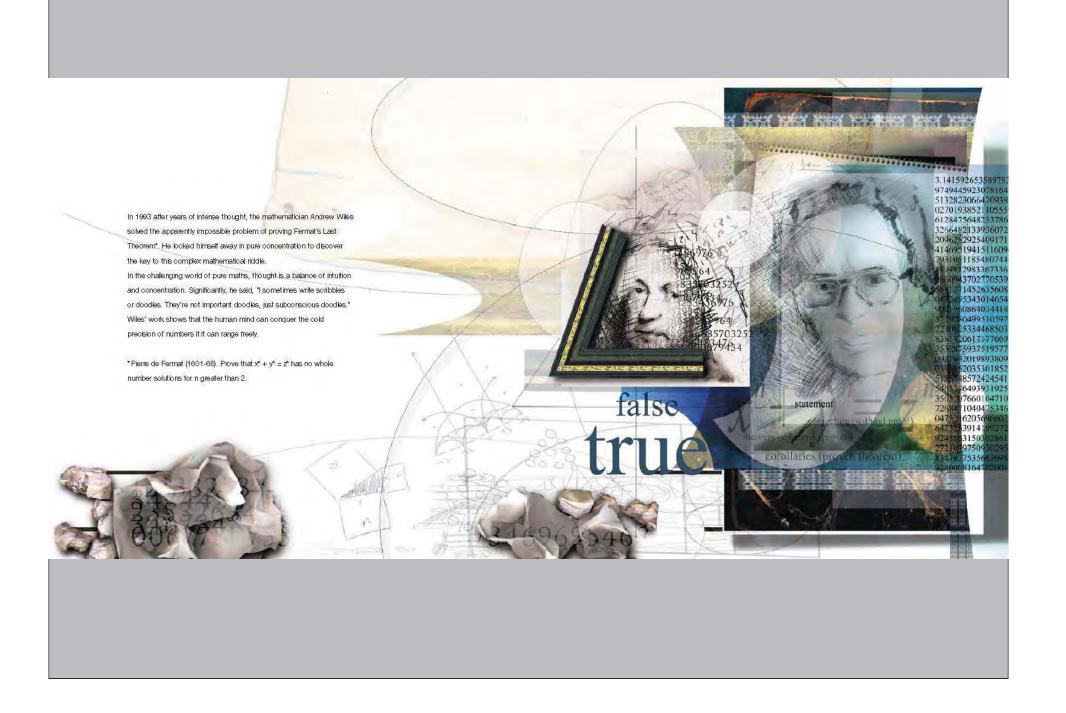


"The value of life can be measured by how many times your soul has been deeply stirred."

Soichiro Honda



The art of the Australian aborigines is extremely pure. This is art that lasts, that never dates, that could be modern or many years old. So, in their wandering across the vast featureless deserts of Australia, they leave their mark. They hand a simple human greeting to future generations, the pure purpose of all art.



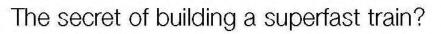


A building with a pure sense of purpose built into it.

The Lloyd's Insurance Building in London.

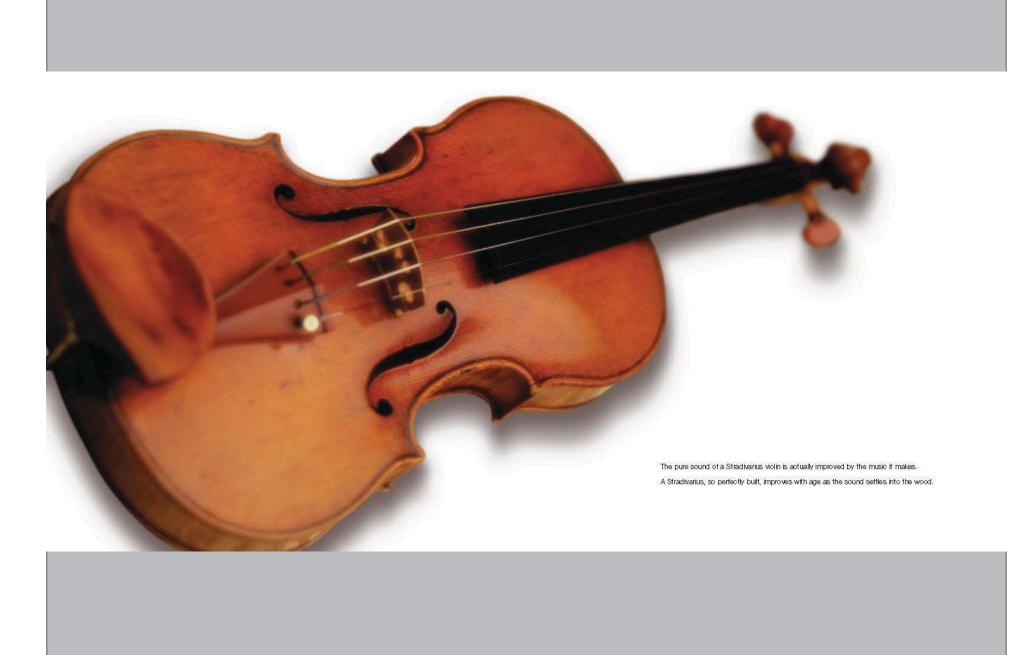
Architect Sir Richard Rogers placed all the functional service features- all the ducts and tubes and lifts- on the outside. People were shocked. These features are normally hidden away.

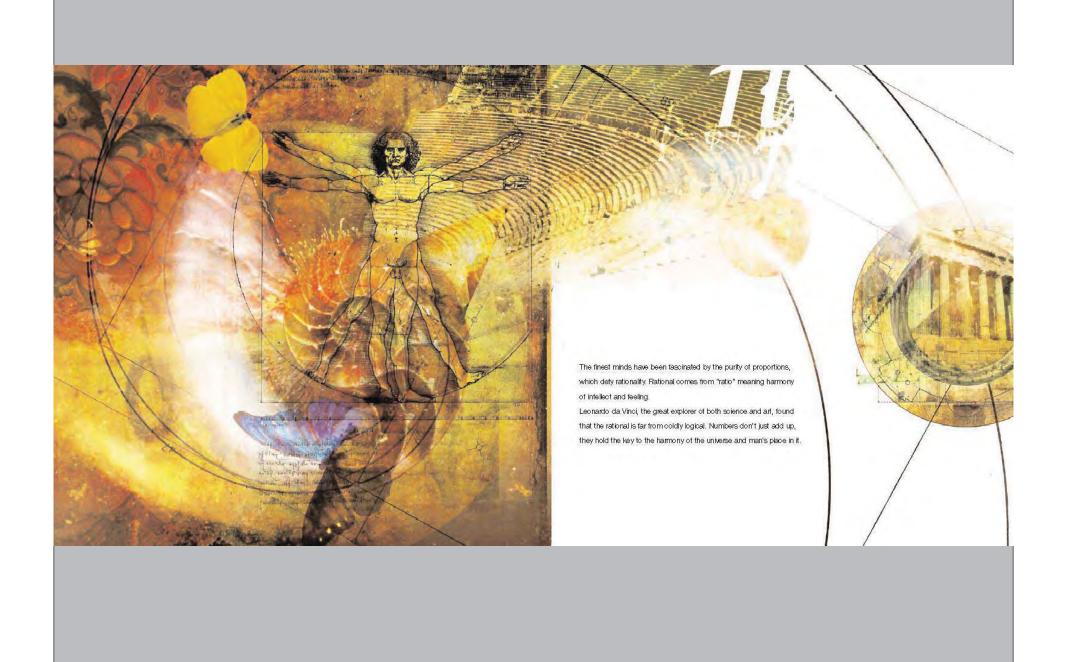
But here, they tell a story of work and purpose to the outside world.

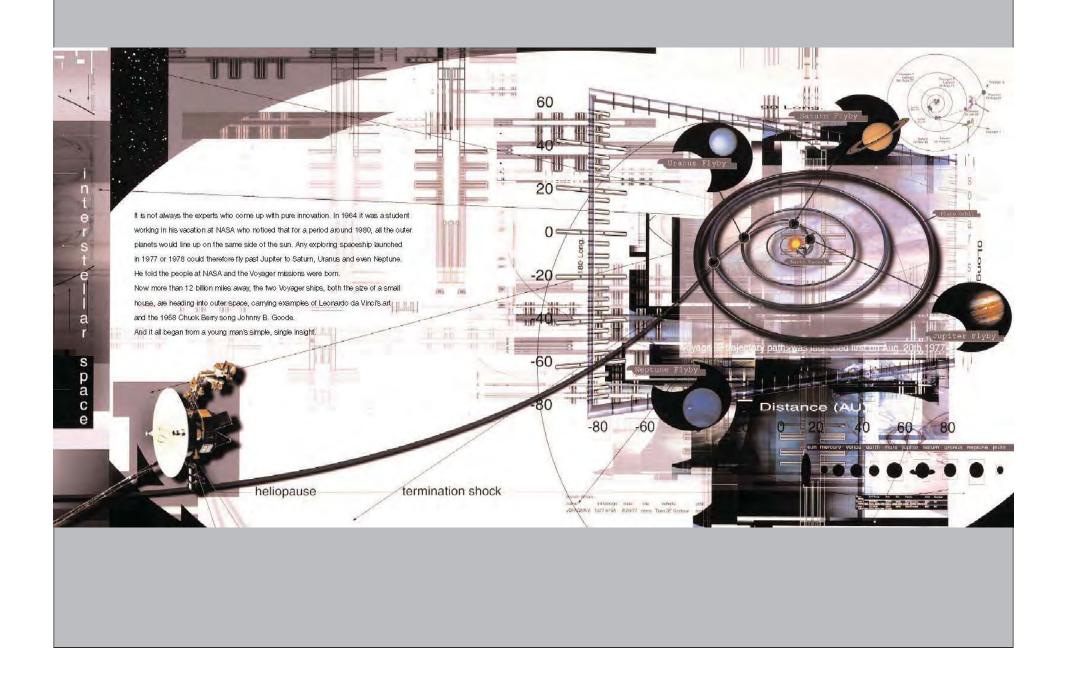


Build a straight track. The Japanese Builet Train and the French TGV use this simple example of pure lateral thinking: to make a better product, think widely and simply.





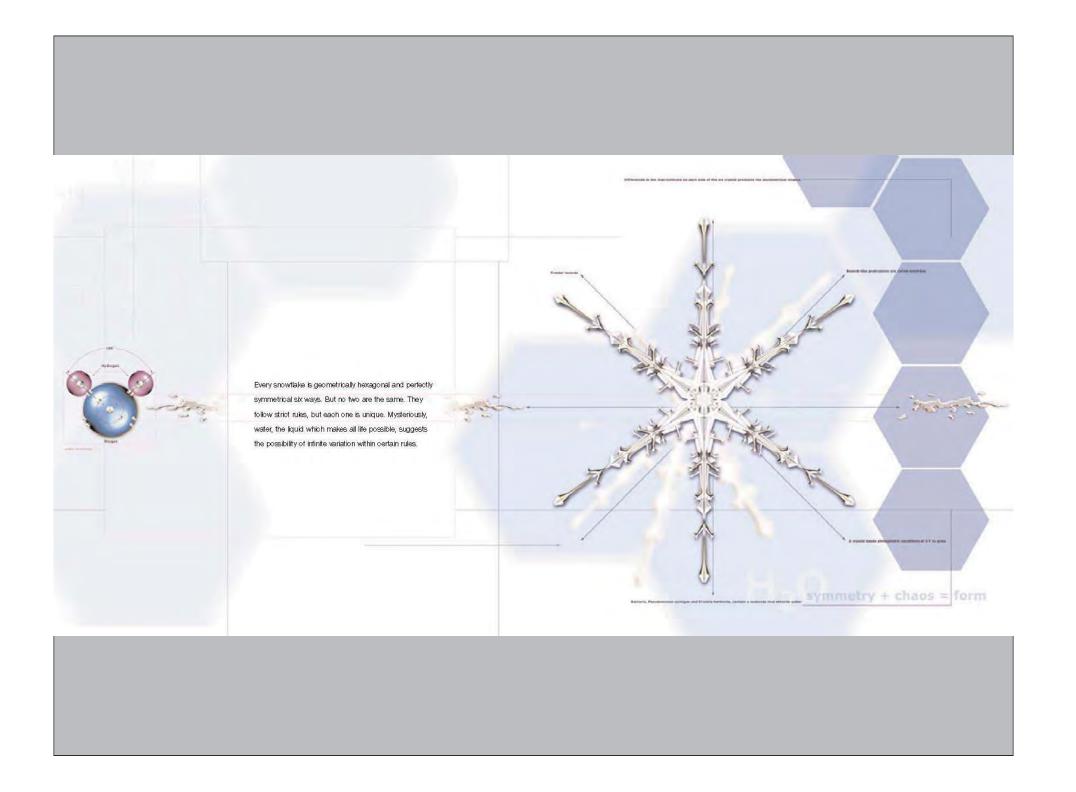




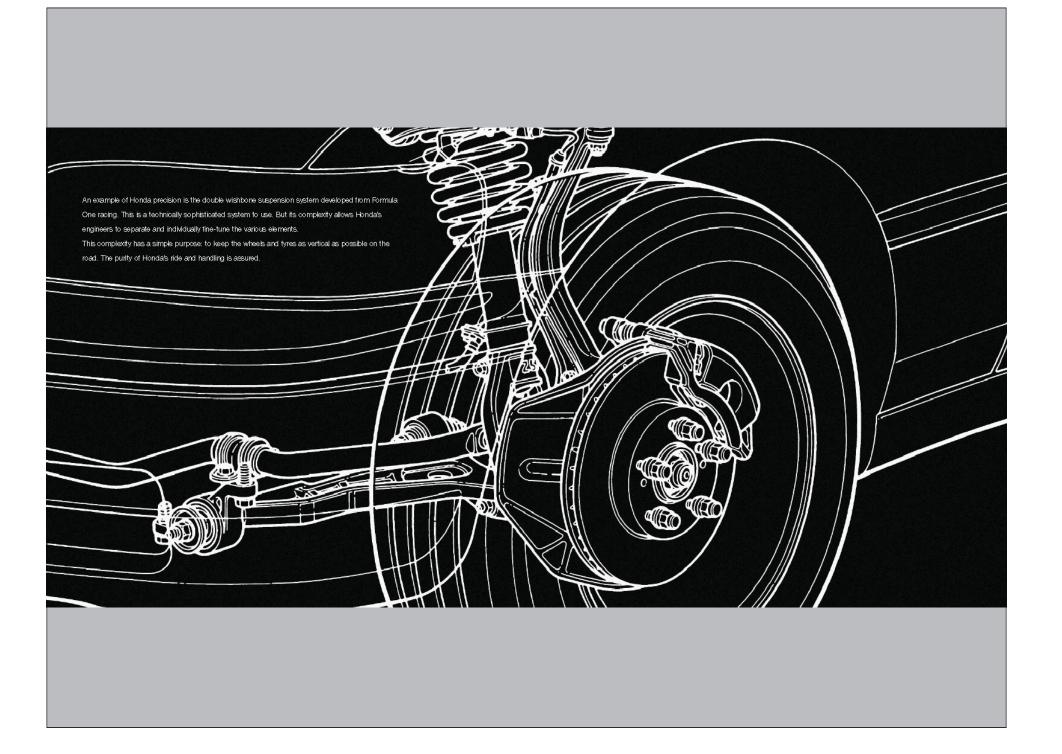


Sharks are older than trees.

Sharks have survived through 400 million years of ruthless evolution and are now so evolved that they no longer need to change. In fact fossils of sharks that have been found are the same as creatures swimming today. Sharks have utterly refined the art of survival, Like them or loathe them, they are surely an example of pure evolution.









Attention to the smallest detail has produced the Honda VTEC family of engines, widely admired as a pure engineering achievement. At cruising speeds the engine breathes lightly, but under acceleration the valves open earlier, wider and for longer to take in more fuel and air. There is none of the usual compromise between low-down torque and high-end power. With Honda, you can have both.





The very first Honda machine, Solohiro Honda's first shrewd move, is personal transport in a simple form. Today, it stands in front of the Japanese character "yume" - dreams - in Honda's museum.

The p3 Honda humanoid robot can walk up stairs, avoid furniture and play football. First man, then machine. Then, amazingly, a machine designed to imitate that most organic piece of machinery, man.





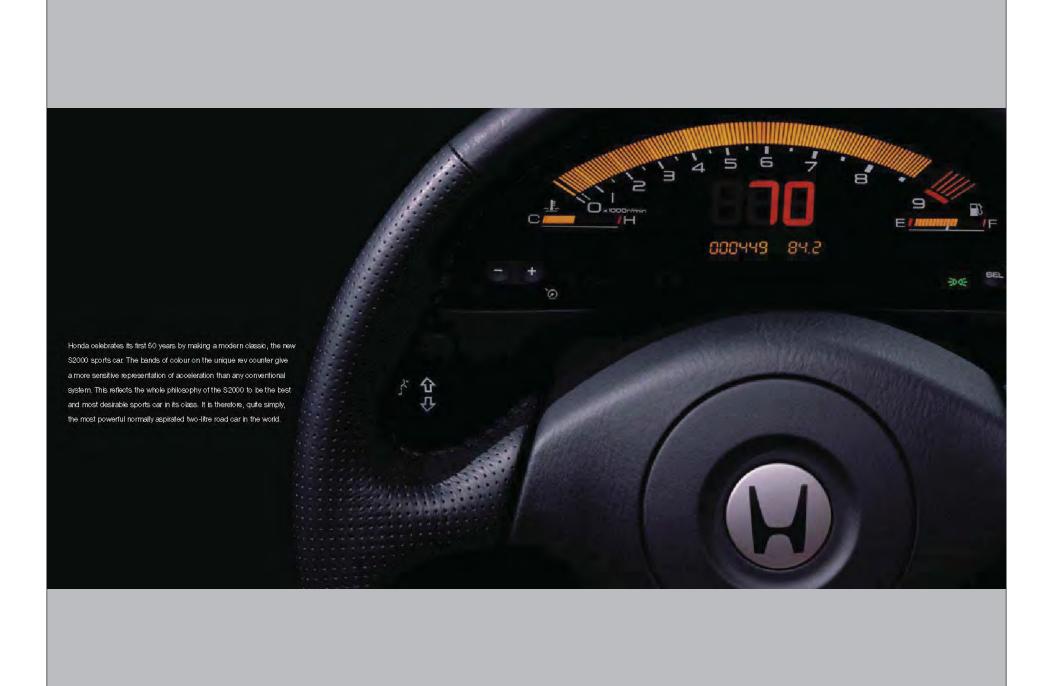
The Suzuka racing circuit was built by Honda in the 1960s to bring Grand Prix racing to Japan. Before that, Japan had no suitable racing circuit. The Japanese Grand Prix is held there every year and the track is still owned by Honda. A pure, radical Honda solution- and an ideal place, it turned out, to test our cars.



The Honda NSX supercar, raced at Le Mans and derived from our success in Formula One, has redefined the concept of the supercar. Such cars are usually crude and difficult to drive, but the NSX is smooth as well as powerful, at home in the city as well as on the racetrack. The NSX is the first supercar with a 100% aluminium bodyshell.

The late Ayrton Senna made a major contribution to the NSX development programme, testing a prototype on the Suzuka circuit. Senna preferred the NSX to any other road-going car. Every NSX is individually hand-built. A pure engineering solution and one of the most admired cars in the world.













The origin of all our energy is the sun. The Honda Dream II solar oar draws on that original source of power, pointing to a possible future of transport.

"The older I get the more dreams I have. When you run out of dreams there will be no more meaning to life. That is why I will keep striving for some goals until the day that I die." Soichiro Honda

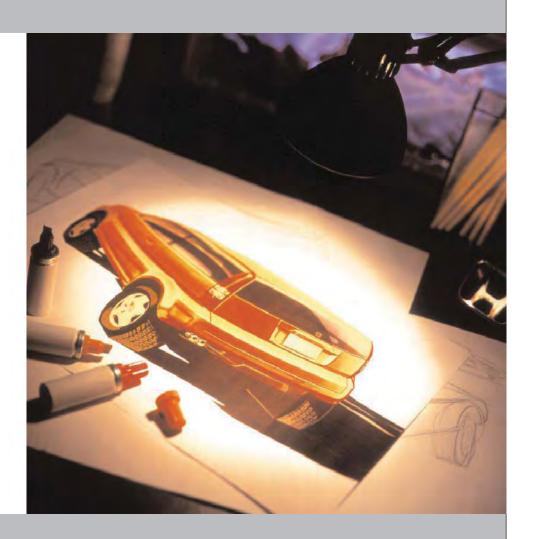


Honda is known for its disciplined approach and precision. But the HR-V is also the product of sheer enthusiasm, of a spirit beyond that of duty.

Solichiro Honda always placed great emphasis on the joy of going to work.

"People must come to work for themselves."

That's exactly what they did with the HR-V. Honda designers imagined the car they themselves would like to build. Daydreaming and doodling in their spare time, they presented their final plans to the Honda board, who listened.





The Honda dream is of personal mobility. Movement is freedom.

Today, we produce the purest solutions we can from the laws
of engineering as we find them. But 50 years from now, we're
confident we'll have found new ways to move people.





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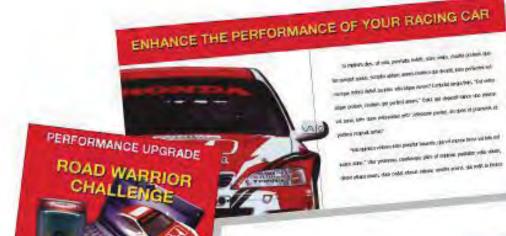
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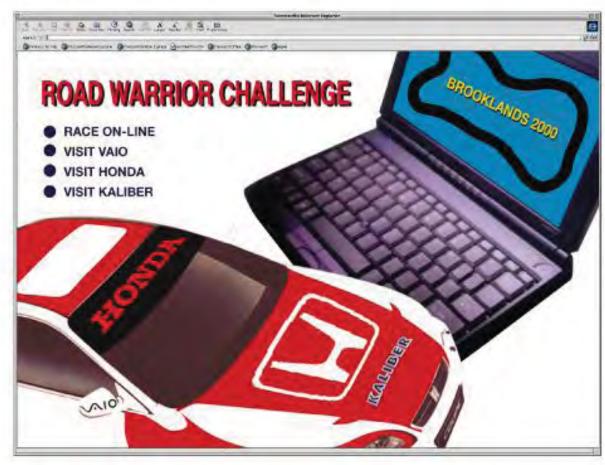
Please fax back to: 01234 56789











Internet to revolutionise new car market in Britain

An authoritative new report auggests British motorists are keen to use the Internet to research cars. It forecasts the Web will influence 500,000 new-car buying decisions by 2003 'Oream Machines: Selling New Cars Online' from new media analysts Fletcher more than 1,000 adults in the

concerns of being over-Internet is an enticing proposition to British automotive prices down, while R2% antici- automotive market. pate a more open disclosure

purposes (2.5m have done so Vauxhall, and Rensult.

ment involved in buying a car, Internet. By 2003, the Net line. 'Only if the Block Exemption is

removed in 2002/3 will the Internet shape on-line car-buying in Europe as it

line. Indeed. 66% of sector.

By 2003 it forecasts almost consumers of the A time by the consumers of th of information and 80% expect 500,000 purchase decisions buy other the medium to deliver the per year will be made on line. products best value part exchange. This represents around 20% when they of the UK new-car market. first buy a car. Significantly, the Net is and covers cars from quality for example appealing to older, better manufacturers such as BMW by educated and more affluent and Audi as well as volume them config-

A high proportion (73%) of married to a strong impera-will influence 65% of haxury cycle of car ownership. these pelled dislike the live to test drive before car purchase decisions. This current practice of pressure purchasing, is a key deter-represents 70% of overall selling, and 623 voiced rent to buying a vehicle on-revenue generation from this flight European regulation, including direct-to-manufac-

Later on it will also enable Exemption, which regulates already), not purchasing. The The luxury car market will them to arrange servicing the relationship between level of the financial invest- be most impacted by the and extend warranties on manufacturers and dealers. Success will come is removed in 2002/3 will the

through customer relation. Internet shape on line carships. The successful online buying in Europe as it does retailers will be those that in the US are able to build sufficiently

Only if the Block Exemption Neil Bradford director of

strong customer relation Fletcher Research said: "II level of brand loyalty that do not move quickly, by 2003 will last throughout the life- new intermediaries could exploit changes in legisla-On-line car services have tion to set up services in notential but are bindered by pessuese to customer needs On-line car services such as turer sales negotiation. charged. Conversely, the respondents view this as the On-line revenues will Autobytel.com are in pole Established manufacturers main reason for not doing so. come from cross sales and position to snable and dealers must exert their The report suggests the aftersales, suggests Fletcher consumers to make control of the near-purchase consumers Many (85%) fore- internet will not impact Research, rather than purchase decisions on-line and aftersales market to Web will eventually help However, their potential is tive cross-sales products."

Abereitemen Mitterber William Sirvenire Site BuyPower save personalise

COM-PETITION: Vauxhail's move is 'deflective marketing', claims Autohit com averaged £1,500 off the list price 5,000 purchase requests.

for its site visitors. Mr Evans guestioned whether a anywhere in the UK. Since it raptures. This is just deflective chosen vehicles. The service has website generating more than range available via the internet.

"From our statistical analysis and individual consumer research £500 discount off a 'dot com' car we know that the solution to the equated to the ability of finding current market situation is no the best deal on any car, more complicated than manufacturers re-aligning their prices to launched in July, Autohit.com reflect reality," Mr Evans said. He send cyber shoppers into offering the best prices of their claims 200,000 visitors to its urged Vauxhall to make its entire

SMALL BYTES

- Camden Motors' website for its Northampton-based Car Shop gives users access used vehicles and they can dedicated page lists details of discounts and a finance calculater will soon be added to help mororists commune the ages for any vehicle
- More than 135,000 car buyers are using the Whot Carl On-line website each month to check details on new and used cars. A new finance section is about to be iors, finance-based car searches, a fuel cost calculator and advice on everything from PCPs to credit insurance.
- M Volkswagen is to follow in the footsteps of BMW, Yaunhalf and enhant by fairehing is used car locator service on its website. Dealers will be required to provide full details and digital photographs on all their used stock.
- M Formula One cars are to be required to fit Global Posiunits. These will provide instant track position information and allow TV crews to focus more quickly an inci-
- Traffic information is to be available via the BBC's digital radio neswork, which covers nore than 60% of the UK data service TPEG can provide traffic information or demand in a wide range of formats including text, graphcal display and voice synthesis The data can also be converted into different
- Panasonic is offering a new dimension of in-car entertain ment with video screens showing films stored on DVD 61,000 and you need to add £800 per screen and £600 for a sound processor (all plus installation). The company expects it to become a line-te optional extra for at least own shough demand in the UK will be limited by the restricted choice of only 300 movies on

Vauxhall on-line service attacked

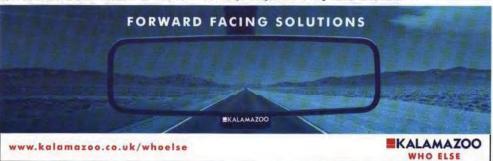
by David Sumner Smith

The launch of Vauxhall Online reinforces the argument that car ing a customer's ability to buy manufacturers are seeking after- their entire model range across native distribution channels to the Internet and creating an artifimaintain their control of new-car cial market price based on their from the Competition Commisalon, according to internet vehicle locator service. Autohit.com.

Managing director Steve Evans said: "We have always recognised that the internet is not just a distribution channel where a £500 discount on a Vauxhall Corse will

marketing like free insurance. All Vauxhall appear to be doing with their 'dot com' initiative is restrict-

"Similarly, you don't need to be an expert car buyer to get a dealer to reduce their margin to secure the sale especially in the current market climate." Autohit.com openly invites its affiliated dealers to 'bid' for customers business by





WHO ELSE

Kalamazoo hos over a 100 years' pedgree and more than 30 years' Automative Dealer Management Systems (DMS) experience. Who else can march that knownhow in the UK and Europe we deliver the most up-to-dute software losed upon the latest distribuse management techniques. Who else gives you the competitive advantage when it comes to maximising the return on your IT immitters!

Who also is big amough to pump millions of pounds into Research and Development, going you new and improved ways to enhance your lauciness potential, so you're one step should because ver're one step should Who also con say their class-leading performance has gained them the largest UE market shore.

Who else has an extensive support network set up for your security and peace of mind. Who else makes sure comprehensive chercore is available to the customen. Who else in the UK has over 650 people dedicated to providing quality customotion solutions, with a further 200 field sensice engineers providing round the clock computer support. Who else will arrange indication and supply full training where necessary. Who else has out-performed the competition day in day out, giving you a sensice that is second to none. No one detection.





FORWARD FACING

Kolamazoa, out in front for ground-breaking Internet sechnology, for the automotive rated channel, problem solving solutions and automotive DMS. Who else continues to set the standard that others follow.

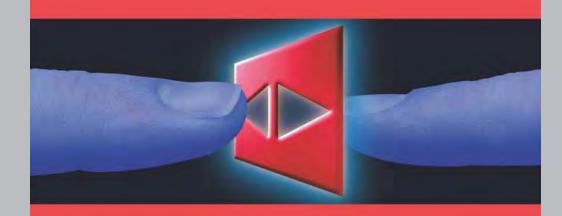
Kalamasco has developed on inhabituature that has changed the way the industry is run. With over 1,000 staff, including our specialist technical and business consultants, we are qualified to help, odvice and deliver on large or small projects, across Eutope. With customer-focused initiatives like helpdess, and three-freed support programmes, who else is better placed to help the automative industry face the new millernium with confidence.

Who also can compets with our Internet expertice to ensure dealers truly maximise the power of a business. Since the introduction of our Vinual Showtoom and StaderDesk solutions, who also can motch this market-leading ordine system for its information delivery and ease of use.

Who alse keeps our industry facing forward.







KALAMAZOO CONNECTION

SHOCK COVER UP!









ROOM AND BOARD

Dry wipe board, worth over £100, for just £20.

We have devised a promotion from all be extremely breeficial to both you and your customers. We are giving you the appointment to obtain a number of unique dry wipe promotional boards. These high value branch are fromed and act as an extremely effective marketing and sales tool.

You can place an order for your very own promotional board for an externely low price, yet \$20, plus VAT (usual cast over \$100) now.

Est your multi-purpose promotional board, just get in contact with your Walker distributed and we'll send you one as soon as possible.

We precial in large demand for our promotional broards so place your profess early, and avoid disappointment. When you receive your pronotional board be suce to realise 14 potential and place if in a praminent position.

The promotional board with as:

- . A permanent and addire tales piece.
- . A reminder of the Walter brand, to you, your stoff and customers alike.
- . An apportunity for you to promote and advertise any "special affers" to your customers.

As is the nature, of a wipe board, the message displayed can be changed to suit your needs dolly it necessary. You and your stoff could physically point your customers to the protectional board and its current after. It is designed to give you fleshifty in your possess efforts and elicit a consumer response.

Enclosed is your major explaining the pocusation further. A unique feature with this mailer is first it can also be used as a poster PUI this Up in a prominent position as it too can serve up an effective judes tool.

All of this is re-emphasiong the austomer awareness and the quality of Walker exhausts.

THIS PROMOTION ENSURES THAT YOU ARE SUCCESSFULLY PROMOTING YOURSELF AT A TIME WHEN THE INDUSTRY IS TRADITIONALLY QUIET.

If you have any givenies speak to your district manager or call \$800,666,763.



BOARD WITH SPECIAL OFFERS?





ROOM AND BOARD

KEEP PROMOTIONS FRESH

You have the apparturity to obtain a number of unique dry wipe preventional boards. For your melti-purpose promotional board, just get in constant with your Waller distributor and we'll send you are as soon as possible. All of an enternely loss price, just 100 plass VAE (if you were no losy this board alseathers it would usually not over 1700).

The flexibility of the gramational board means the message displayed can be disanged on a daily basis.

SOME PROMOTIONAL IDEAS

You and your staff should physically goint your actioners to the promotional board. It is designed with you in reind and for you to elicit a consumer response.

When you receive your promotional board to save to readise its potential and place II in a granularit position. Remember II is not a memo board.

The promotional board acts as:

- A parmonent and editio soles place.
- A reminder of the Walker brand, to you, your staff and customers alike.
- An apportunity for you to promote and advertise any 'special offers' to your autorises.

A few examples multi-indude.

- · Free emissions test.
- . 10% off all Walker exhausts.
- \$5 cash-back off a new catalytic convener.

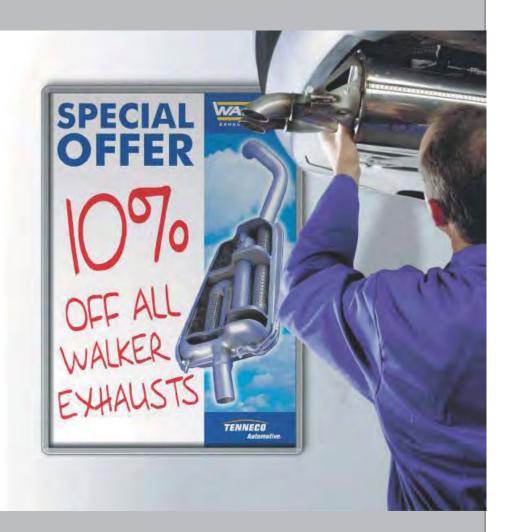
The choice is yours.

A unique feature with this moller is that it can also be used as

a poster. Furthis up in a parameter position as it too can serve as an effective sales tool.







YOU'LL NEVER BE BOARD BY OUR SPECIAL OFFERS



WINTER COVER FOR YOU





SELL 6 PAIRS OF MONROE SHOCKS FOR THIS JACKET WORTH £100

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PUT UP THIS POSTER

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