

SOUTH 20
DODGE CHRYSLER & R.V. CENTRE

Hwy 20 South
PO Box 670
Humboldt, SK.
S0K 2A0
306-682-3900
Toll Free: 1-877-SOUTH20
www.south20.ca

South 20 Minn



November, 2011

Meet Lee Dufort. Lee joined our sales team in March, 2011, and quickly became an expert on the ins and outs of the Chrysler, Dodge and Jeep product lines. The introduction probably isn't all that necessary being that Lee is already a well-known face in the Humboldt area; not only did he grow up nearby, but he's lived and worked here for the past 21 years. Lee is an active Humboldt Broncos fan, whose spare time is enjoyed with friends and family. Not surprising is the fact that Lee is a camper, a common tie among the South 20 family. Add in 8 years of automotive sales and almost 16 years of general sales experience, and it is no wonder Lee fits nicely into the South 20 way of life.



Out & About With South 20

We're stepping out of the dealership this month to put in guest appearances all around town. We are kicking off the festivities with a parade of trucks and campers heading down to the Uni-plex for the annual Chamber Of Commerce Trade Show. November 4th & 5th will be spent in the company of some of the amazing businesses this area has to offer. The trade show gave us the opportunity to show off some of our inventory while visit-

ing with old friends and new faces.

November 17th marks the beginning of the Midnight Madness season. Bookmark that date in your mind so that while you're out scouring the stores for the perfect Christmas gift you remember to take in the opening reception for the Humboldt and District Museum's Festival Of Wreaths. Watch for South 20's donation—it's the perfect gift for the Dodge

lover on your list!

You can shop for gifts, maybe even wrap them; but we all know that it's not *really* the Christmas Season until the Christmas lights decorate the streets. The Chamber of Commerce is officially plugging in their annual Festival Of Lights display on Nov. 17th, and we'll be there! Let us know what you think of our light display—ideas for next year are always welcome!

We're #23!

All right, there's a good chance that doesn't quite have the same ring as the more familiar cheer of, "We're #1!", but taken in context it's pretty gosh-darn amazing. South 20 has been rated as #23 in Saskatchewan's Top 100 Sequel Companies for 2011, a jump of 7 spots over last year! Sequel companies are the little guys

that the giants rely heavily on in their day-to-day operations; giants like PotashCorp or Cameco—names familiar to everyone. The list of Sequel Companies includes construction companies, small banks, and transport services among others, and more importantly it includes South 20 Dodge Chrysler—#23. The importance of this

ranking is in its recognition that we're one of the up and coming companies of 2011.

To learn more about sequel companies check out the Oct/Nov edition of "SaskBusiness" magazine; there just happens to be a stack on our reception desk. Probably because we're #23!

25th Anniversary Contest

November's anniversary contest is as easy as telling it like it is, this is your opportunity give us your opinion and make us listen! We want you to check out our Dealer Rater site and tell the world what you think of us. Did you have a memorable experience here? Let us know! Good, bad, we need to hear it all. Give us your 2 cents at: www.dealerrater.com/rateus and search South 20 Dodge Chrysler. It will lead you to our site. It takes 2 minutes, and your input will help potential future customers decide whether they want to bring their business here or go somewhere else. After you leave your rating you will be automatically entered to win this month's prize, a \$500 retail credit towards an Astro Start remote starter. Could the timing for a new starter be any more perfect? With frost on the windshield becoming a regular wakeup greeting it sure is convenient to push a button and step into a warm vehicle!

RV Expansion

We have walls! Or maybe that's a little premature, but we do have the skeletons of walls! Finally the RV building expansion is beginning to look like something real, not just a cement slab and a promise of what will be. It's all very exciting, and every day the drone of machinery and pounding of hammers builds that excitement. We are that much closer to an RV Showroom, independent RV Parts Department, sales offices, and state-of-the-art Detailing Department. Plans are in the works for the grand opening of the new showroom to tie in with our 25th Anniversary celebrations. Set to take place sometime in the spring, it'll be a party worthy of the 2 big events, complete with huge prizes and entertainment. Watch for details, you won't want to miss this event!



SAVE BIG BUCKS
on
TRUCKS

2010 RAM 1500 QUAD CAB
4X4



\$32,920 SALE \$27,816

SAVE BIG BUCKS
on
TRUCKS

2009 RAM 1500 QUAD CAB
LARAMIE



\$32,920 SALE \$27,982

2009 RAM 1500 CREW CAB
4X4 RAM BOX



\$31,920 SALE \$26,916

2009 RAM 1500 CREW CAB
4X4 RAM BOX



\$29,920 SALE \$26,916

2012 RAM 1500 SPORT 4X4



\$45,790 SALE \$35,690
\$234 TAX PD BI-WEEKLY

2012 1500 CREW CAB
LARAMIE LONGHORN



\$59,785 SALE \$48,881
\$319 TAX PD BI-WEEKLY

2012 RAM 1500 QUAD CAB
4X4 SXT



\$38,475 SALE \$27,772
\$184 TAX PD BI-WEEKLY

2011 2500 MEGA CAB
4X4 SLT DIESEL



\$62,720 SALE \$47,820
\$367 TAX PD BI-WEEKLY

2011 3500 CREW CAB
4X4 LARAMIE DIESEL



\$72,595 SALE \$56,414
\$429 TAX PD BI-WEEKLY

2011 RAM 1500 CREW CAB
4X4 OUTDOORMAN



\$47,325 SALE \$32,761
\$215 TAX PD BI-WEEKLY

2011 RAM 1500 CREW CAB
SXT 4X4



\$40,795 SALE \$26,434
\$174 TAX PD BI-WEEKLY

2011 2500 CREW CAB
4X4 LARAMIE DIESEL



\$68,190 SALE \$52,572
\$399 TAX PD BI-WEEKLY

2011 RAM 1500 CREW CAB
4X4 LARAMIE



\$52,485 SALE \$37,320
\$244 TAX PD BI-WEEKLY

*Prices + tax+doc

SAVE BIG BUCKS
on
TRUCKS

SOUTH 20
DODGE CHRYSLER & R.V. CENTRE



Hwy 20 South 682-3900
www.south20.ca

SAVE BIG BUCKS
on
TRUCKS