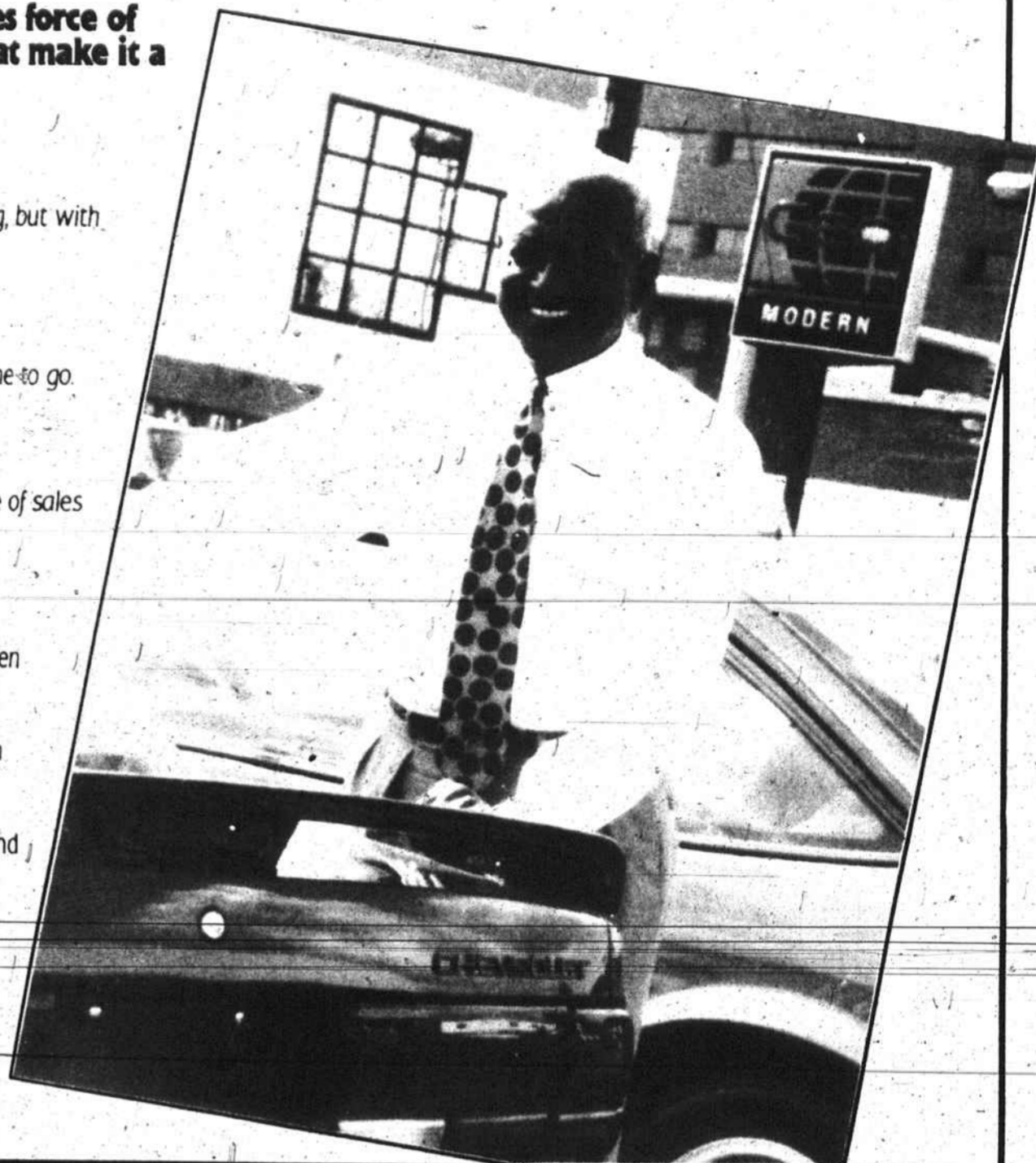


An Interview with Benny McBride, Used Car Sales Manager

Benny McBride heads the used car department at Modern Chevrolet, and is in charge of a sales force of six sales people. They have recently moved into newly remodeled and expanded quarters that make it a pleasure for customers to do business there.

- Q. Benny, how long have you worked at Modern?
- A. I came to work at Modern in March, 1981. Prior to that I had taught general education at Forsyth Tech, which I found very rewarding, but with the budget cut-backs of that time, I couldn't work enough hours to make enough money to support myself and my family.
- Q. Why did you pick Modern?
- A. Well, I had bought a couple of cars from Modern and my family had always bought Chevrolets, so it was just the natural way for me to go.
- Q. How have things changed in the Used Car Department since you came to work here?
- A. When I started there were eight sales people and two managers. Now there are fewer sales people - six actually - yet our volume of sales has increased tremendously.
- Q. How do you account for the increased sales with less sales people?
- A. Oh, there's no question about it - it's experience. Every one of our sales people has at least seven years' experience, many have even more than that. They have an extensive knowledge of automobiles, because they deal with all makes of cars every day. They also have extensive experience at getting cars financed, which is most important. We have a completely separate used car finance department, staffed with three financial officers. Plus, we have our own used car facility that works only on getting our trade-ins in tip-top shape for resale.
- Q. Modern's Used Car Department headquarters has recently been expanded and remodeled. Can you tell us about the new facility and what was the reason for the expansion?
- A. Firstly, we needed more space, especially the Specialty Finance Department. We now have three offices just for finance alone. We also wanted to give every salesperson their own space with enough room for a computer on each desk. With the computer every salesperson can instantly access every car in our inventory. Typically customers come onto our lot and spot a model that they are interested in before speaking to a salesperson. But if that model doesn't work out for them, then the salesperson can use the computer to instantly check every other car in the inventory and help each customer find the car that's just right for them. We're really proud of our new facility. The decor is really up town, with new wall paper and artwork, and practically all new furniture. Customers feel comfortable coming in here. We think we have the best used car offices in North Carolina!



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USED CARS

 1992 BUICK REGAL GS V-6, cassette, PW, cruise, tilt, 4-dr. \$12,961	 1992 FORD ESCORT LX 5 spd., A/C, cassette. \$7961
 1985 PONTIAC SUNBIRD CONV. Auto, A/C, cassette, PW. \$3961	 1992 DODGE CARAVAN V-6, auto, A/C, 7 passenger. \$13,960
 1994 CHEV. CAVALIER Z24 Red, 4000 miles, auto, air, PW, PL, tilt, cruise, loaded! \$13,961	 1992 PONTIAC SUNBIRD CONVERTIBLE SE Red, auto, tilt, cruise, PW, PL, loaded. \$12,961
 1992 BUICK ROADMASTER 4 DR. Gray, fully powered! \$15,961	 1993 CAPRICE CLASSIC 4 To Choose. Cruise, A/C. \$14,260
 1992 DODGE DAYTONA ES Red, V-6, auto, air, cruise and more! \$10,261	 1993 PONTIAC SUNBIRD LE Auto, A/C, AM/FM 3 to choose. \$9661
 1993 CHEVY BERETTA Auto, A/C, cass., red. \$9961	 1992 CHEVY CORSICA LT Auto, A/C, AM/FM. \$8860

AT MODERN NISSAN

 1993 MAZDA MX6 LS 5-speed, air, AM/FM cassette, CD player, leather, PW, PDL, cruise, tilt, local trade, low miles - 5K. \$16,850	 1993, NISSAN 240 SX SE Leather, air, 5 speed, AM/FM cassette, PW, PDL, p. moonroof, loaded, one owner. \$14,950
 1993 MAZDA PROTEGE LX Auto, air, AM/FM cassette, PW, PDL, cruise, sunroof, low miles - 13K, mini cond. \$11,950	 1993 TOYOTA COROLLA Auto, air, AM/FM cassette, air bag, low miles. \$10,850
 1991 NISSAN MAXIMA Pearl glow, auto, air, AM/FM cassette, PW, PDL, cruise, tilt, loaded, local trade. \$11,650	 1991 LEXUS ES 250 Black, auto., air, AM/FM cassette, tan leather, PW, PDL, moonroof, loaded. \$10,950
 1991 CHEVY CAVALIER 4 DR. Auto., air, AM/FM cassette, low miles - 40K, lot more. \$5980	 1992 NISSAN PATHFINDER SE V6 Auto., 4x4, air, PW, PDL, cruise, tilt, AM/FM CD player, one owner, local trade, 29K miles. \$19,850
 1991 DODGE SHADOW Auto., air, stereo, mint cond. \$4850	 1990 NISSAN 300 ZX 5 speed, leather, air, T-top, AM/FM cassette, p. seats, PW, PDL, low miles. \$16,850
 1992 FORD ESCORT 4 DR. LX Auto., air, AM/FM cassette, cruise, PW, low miles. \$6750	 1994 NISSAN ALTIMA GXE Local trade, 1800 miles, auto., air, leather, AM/FM cassette, all power OBT, gold package. \$15,950

USED TRUCKS

 1989 CHEV. ASTRO VAN #6696A, Auto, PS, PB, cruise, tilt, dual A/C, console. \$7988	 1990 CHEV. 454SS #8082A, Auto, PS, PB, p. windows, p.d. locks, tilt, cruise, A/C, console cass. \$13,988
 1981 CHEVY EL CAMINO #6413A, V-8, auto, PS, PB, tilt, cruise, A/C, bed mat, chrome rear step bumper. \$3988	 1992 S10 TAHOE BLAZER 4X4 #7341A, 4 dr., 4.3 V-6, auto, PS, PS, PW, PDL, cruise, tilt, A/C, console. \$17,988
 1991 CHEV. S10 PICKUP TAHOE #6626B, 4.3 V6, auto., PS, PB, A/C, tinted glass, cass. \$7988	 1992 NISSAN KING CAB #6003A, PS, PB, cass., tinted glass, rally wheels. \$8988

AT MODERN TOYOTA

 1992 TOYOTA PASEO AT, A/C, cassette. \$10,799	 1987 TOYOTA CRESSIDA Auto., A/C, PS, PB, cruise, tilt, cass., alloys, 70K miles. \$7995
 1993 GRAND CHEROKEE LAREDO Loaded, alloys, green. \$24,995	 1993 TOYOTA TRUCK Reg. 5-spd., PS, PB. \$7995
 1992 FORD AEROSTAR VAN XL pkg., 7-passenger, auto., A/C, tilt, cruise. \$12,995	 1993 LAND CRUISER Burgundy, loaded, with all power opts, leather. Must See! \$39,995

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