

The Perfect Car for You & Your Family!

Whether it's for affordability, performance, safety or status, the smart shopper can wheel out of the dealer's showroom with just the right car with just the right features. The demand for improved safety features -- like air bags and anti-lock brakes as standard features -- are finally being answered in many new models.

New regulations have helped too. Every new

Chevy Cavalier, an affordable subcompact that starts at \$8,845, offers value, performance and a healthy list of options. It remains one of the most popular cars for first time buyers.

Ford Escort is a stylish subcompact that is big on performance. The car's starting price is \$9,035 for the two-door model. Ford's "One Price" sales program on the LX model rolls several options such as air

Jeep Wrangler starts at \$11,390, and with its new optional 4.0 liter, fuel injected six cylinder engine is perhaps the strongest and most versatile sport utility wagon on the road today.

Geo Tracker is an appealing first-time buy. While it lacks the Jeep's raw power and longtime prestige, it comes with a slightly lower price tag -- starting at \$10,865 -- and has a little better gas mileage



CHRYSLER NEW YORKER COMBINES A CLASSIC ROOF LINE WITH CAB-FORWARD ARCHITECTURE FOR A UNIQUE APPEARANCE.

automobile sold in 1994 is required to provide frontal crash protection for two occupants. Virtually all luxury cars, for example, have dual airbags. The new Cadillac DeVille and Fleetwood models go a step farther by offering the "Airbank," a larger than normal bag that protects three passengers in the front seat.

While the big news this season centers on safety, customers can find other incentives to make the trip to the dealership worthwhile. It doesn't matter if you need a car to take the family to grandma's or take on a deserted dirt trail or back road. What follows is a brief look at some of the popular and interesting models of the new season.

First time buyers who are likely to look for value and good gas economy, have ample makes and models to consider. They include:

conditioning into one standard price and makes this sedan a popular option in its own right.

Geo Metro is also an appealing economical buy, beginning at \$7,195. It has the highest fuel economy of any car sold in America and its small size makes it an easy squeeze in tight parking spaces and on tight budgets.

Saturn SC2 is a reasonably economic coupe with a base price of \$11,795 that is also fun to drive. Anti-lock brakes are optional, but that option and the automatic transmission, Saturn also includes a traction control feature for better handling.

First time buyers who are on a budget don't have to sacrifice the fun of driving to buy a sports car. There are several models that will bring performance and excitement without necessarily breaking the bank.

than its better known competitor.

Black "baby-boomers" who are starting a family need to consider more than their own fun and interests. Safety becomes an important consideration and the Big Three and the imports have a variety of new models that provide safety without giving up comfort and performance.

This automotive season brings a number of fine cars that have affordability, style, power, technical sophistication and consumer safety.

With all of these choices, 1994 may be the automotive season where the customer is the clear winner.