## "Attitude, Positive Thinking" Keep Sales Climbing

John C. Diederich said, "It's attitude and thinking positively," referring to the fact that Volkswagen sales are up and climbing. And that attitude of something good happening was in the air at the recent grand opening of the newest Volkswagen dealership in Charlotte, Volkswagen South, located at 7501 South Blvd.

Since this new dealership began operating back in the later part of 1985, it has been selling an average of 57 new and used vehicles each month. That's a great start.

start.

However, looking forward to a much brighter future for Volkswagen South, Diederich, president and general manager of the sales, service and parts facility, projects, "I have three immediate goals for Volkswagen South: to sell 500 new cars a year

Volkswagen South: to sell 500 new cars a year to Charlotte area customers; to offer convenient, quality service to back up these vehicles; and to treat each and every customer in a professional manner."

Diederich's forecast of increased sales is backed by the fact that Volkswagen's United States' vehicle sales are running 11 gen's United States' vehicle sales are running 11
percent over last year. Indeed, it's because of past
performance plus sales
projections that Volkswagen of America felt it
necessary to form additionnal dealerships in prime
market areas throughout
the United States.

Charlotte is one of those
prime markets. This city is
the strongest metropolitan

the strongest metropolitan area in North Carolina for automotive dealer

According to Fred Wallace, director of sales operations for Volkswagen United States, Inc., "It's the right time and Char-lotte is the right place for Volkswagen."

for Volkswagen."

The official grand opening ceremonies held at Volkswagen South were attended by civic and community leaders, members of the local business community and the local business community and the local business community and the local business community.

of the local business com-munity and key Volkswa-gen United States officials. Volkswagen South con-sists of a 2,300-square-foot showroom, and an 8,935-square-foot service, parts and general office building. These two buildings are and general office building. These two buildings are connected by a 1,560-square-foot reception area. Also there is a 780-square-foot covered new car display area located in front of the showroom.

The dealership employs

1984 CAPRICE ESTATE WAGON: Loaded, champagne color

\*8650

1979 CHEVY CORVETTE: Red

finish, oyster interior, glass top, 34,000 miles.

19950

OPEN



John Diederich, president and general manager of the new Charlotte Volks-wagen dealership, Volkswagen South, front of his showroom.

ment team includes: Diana Munn, business manager; Rick Giaria, sales manager; Don Oliver, service manager; and Ned Vines,

parts manager.

President and general manager Diederich is a 22-year veteran of Volks-wagen retail operations

and he has a track record of turning Volkswagen dealerships in other cities into highly profitable operations. The 46-year-old dealership president is sure to use his "positive thinking" strategy to spur on Volkswagen profitability in Charlotte.

The VW model line, which includes Golf, GTI, Jetta, Quantum, Cabriolet, Scirocco, Vanagon and Vanagon Camper models, has greatly accounted the in America imported from Wolfsburg, West Germany

quarters. In 1955, Volkswa-gen of America was founded in Troy, Mich., as the corporate headquarters overseeing all U.S. operations. By 1969, VW had established the small car market in the U.S. and was selling 500,000 cars a

year here.
Of the Volkswagen cars,
both the Golf and GTI
are U.S. built, combining

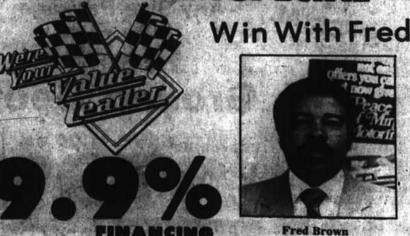
are U.S. built, combining German engineering with American know how.

Today, there are eight VW plants around the world and total annual production averages 2.1 million vehicles per year. There are, additionally, 12,000 dealers handling sales and service of VW in more than 120 country throughout the world with



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Steele Creek Gospel Choir will hold its annual Spring Concert Sunday, May 25, at 6 p.m. at the Steele Creek AME Zion Church, 6414 York Rd. The 40-member choir

Read The Charlotte Post

will be under the direction of William Stanley McCullough. The pastor is Rev. Fred A. McCullough. The public is invited.

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Air Conditioning, Automatic Transmission, Power Steering, Power Brakes, Carpeted Floor Mats, AM-FM Stereo Radio With Digital Clock, Dual Mirrors, Fuel Injected Engine, Steel Belted Radial Tires W-W, Paint Sealer, Fabric Protector, And Much Mare,

PER MONTH\*

E1800.00 DOWN CASH OR TRADE. 60 MONTHLY PAYMENTS OF \$207.00 AT 9.7 PERCENT APR. TOTAL OF PAYMENTS \$12,540, PLUS TAX & TAO FEES ON APPROVED CREDIT.

DELTA 88 ROYALE SEDAN



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Air Conditioning, Automatic Transmission, Power Steering, Power Brakes, Carpeted Floor Mats, 55-45 Front Seat, Cruise Control, Locking Wire Wheel Covers, Dual Mirrors, Steel Belted Radial Tires W-W, Fuel Injected Engine, AM-FM Stereo Radio With Digital Clock, Paint Sealer, Fabric Protector, And Much More.

No. 2148

PER MONTH

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PULSAR
I door hatchback, 4 speed
iir conditioning, am.fm
itereo radio, clean, local

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OW 3195

Automatic fransmission, am-im stereo radio, rear window delegger, local trade, extra clean.

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Dedsmobile

COROLLA SRS
for hatchback, 5 speed,
conditioning, am-fm
reo radio with cassette,
ar window defogger,

OW 789

1977 OLDS

DW \*2495

1982 DODGE

1982 BUICK EGAL LIMITED 2 door coupe, & cylinder, automatic transmission, air conditioning, am tm stereo radio, tu-tone paint, extra clean, sharp.

WAS \$8.475

10W \*5495

10W '7595

WAS 17,791

1985 PONTIAC
FIEROSE
omatic transmission, air
dittening, sunroof,
fm stereo radio, cover

1978 CHEVY

W.12,

10W 1949

210 SL door, hatchback, 5 peed, sir conditioning, m/m stereo radio, sun-col, extra clean. WAS \$5.595

NOW ESTO

1982 PONTIAC GRAN PRIX LJ

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**國際** ( 日日 50

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