

According To John Diederich

# "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.

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 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 percent over last year. Indeed, it's because of past performance plus sales projections that Volkswagen of America felt it necessary to form additional dealerships in prime market areas throughout the United States.

Charlotte is one of those prime markets. This city is the strongest metropolitan area in North Carolina for automotive dealer sales.

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

Volkswagen South consists of a 2,300-square-foot showroom, and an 8,935-square-foot service, parts and general office building. These two buildings are connected by a 1,550-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 20 people and its manage-



John Diederich, president and general manager of the new Charlotte Volkswagen dealership, Volkswagen South, wears the look of success standing in front of his showroom.

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

President and general manager Diederich is a 22-year veteran of Volkswagen 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 expanded since 1949, when the first VW Beetles were introduced in America imported from Wolfsburg, West Germany

Volkswagen's world headquarters. In 1955, Volkswagen 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 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's in more than 120 countries throughout the world with 900 hundred in the U.S. alone.

And Volkswagen South, one of the 900, Charlotte's newest VW dealership is sure to add to the illustrious business career Volkswagen has enjoyed in America over the years.



Steele Creek Gospel Choir will hold its annual Spring Concert Sunday, May 25, at 8 p.m. at the Steele Creek AME Zion Church, 6414 York Rd. The 40-member choir

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

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1979 CHEVY CORVETTE: Red finish, oyster interior, glass top, 34,000 miles. <b>\$9950</b>	1983 NISSAN PULSAR: Sunroof, gold finish, NX equipped. <b>\$5800</b>

OPEN WEEKDAYS TIL 9 SAT. TIL 6

**City** CHEVROLET

5101 EAST INDEPENDENCE BOULEVARD 536-1410

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<p><b>CUTLASS CIERA SIDAN</b></p> <p>No. 2232</p> <p>CASH PRICE <b>\$10,860<sup>00</sup></b></p> <p><b>\$209<sup>00</sup> PER MONTH*</b></p> <p>*\$1000.00 DOWN CASH OR TRADE. 60 MONTHLY PAYMENTS OF \$209.00 AT 9.9 PERCENT APR. TOTAL OF PAYMENTS \$12,540. PLUS TAX &amp; TAG FEES ON APPROVED CREDIT.</p> <p>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 More.</p>	<p><b>DELTA 88 ROYALE SIDAN</b></p> <p>No. 2148</p> <p>CASH PRICE <b>\$12,275<sup>00</sup></b></p> <p><b>\$239<sup>00</sup> PER MONTH*</b></p> <p>*\$1000.00 DOWN CASH OR TRADE. 60 MONTHLY PAYMENTS OF \$239.00 AT 9.9 PERCENT APR. TOTAL OF PAYMENTS \$14,340. PLUS TAX &amp; TAG FEES ON APPROVED CREDIT.</p> <p>Air Conditioning, Automatic Transmission, Power Steering, Power Brakes, Carpeted Floor Mats, 35-45 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.</p>
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**USED CAR SALE**

1984 TOYOTA COROLLA SRS 2 door hatchback, 5 speed, air conditioning, am-fm stereo radio with cassette, rear window defogger, clean. WAS \$6,995 <b>NOW \$7895</b>	1983 MAZDA GLC 4 door model, 5 speed, air conditioning, am-fm stereo radio, extra clean. WAS \$4,399 <b>NOW \$5495</b>	1982 TOYOTA CELICA GT 2 door hatchback, 5 speed, air conditioning, am-fm stereo radio, real shadow window, sharp. WAS \$7,795 <b>NOW \$6895</b>	1985 TOYOTA CAMRY 4 door model, automatic transmission, air conditioning, am-fm stereo radio, rear window defogger, clean. WAS \$16,395 <b>NOW \$9495</b>	1981 DATSUN 210 SL 2 door, hatchback, 5 speed, air conditioning, am-fm stereo radio, sun roof, extra clean. WAS \$5,395 <b>NOW \$4795</b>	1983 NISSAN PULSAR 4 door hatchback, 4 speed, air conditioning, am-fm stereo radio, clean, local car. WAS \$3,995 <b>NOW \$3195</b>
1977 OLDS TORONADO Automatic transmission, air conditioning, power sunroof, many other power options, extra clean. WAS \$9,995 <b>NOW \$2495</b>	1982 BUICK REGAL LIMITED 2 door coupe, 6 cylinder, automatic transmission, air conditioning, am-fm stereo radio, two tone paint, extra clean, sharp. WAS \$8,495 <b>NOW \$7595</b>	1985 PONTIAC FIEROSE Automatic transmission, air conditioning, sunroof, am-fm stereo radio, power windows, 2,000 miles, still under factory warranty. WAS \$13,395 <b>NOW \$11,395</b>	1985 OLDS 98 REGENCY BROUGHAM 4 door model, automatic transmission, air conditioning, am-fm stereo radio, loaded with power options, extra clean. WAS \$13,995 <b>NOW \$12,495</b>	1982 PONTIAC GRAN PRIX LJ Automatic transmission, air conditioning, am-fm stereo radio, power windows and door locks, tilt, cruise control, local trade, nice. WAS \$8,995 <b>NOW \$7495</b>	1984 PLYMOUTH COLT Automatic transmission, am-fm stereo radio, rear window defogger, local trade, extra clean. WAS \$5,995 <b>NOW \$4695</b>
1982 DODGE CHARGER 2.2 2 door hatchback, 4 speed, air conditioning, am-fm stereo radio, new tires, one owner, local trade. WAS \$4,995 <b>NOW \$3995</b>	1979 SUBARU DL 2 door coupe, automatic transmission, air conditioning, am-fm radio, local trade. WAS \$2,795 <b>NOW \$1995</b>	1978 CHEVY NOVA 2 door coupe, automatic transmission, air conditioning, radio, clean, local trade. WAS \$2,795 <b>NOW \$1495</b>	1979 PONTIAC SUNBIRD Automatic transmission, air conditioning, radio, wire wheel covers, sharp. WAS \$3,395 <b>NOW \$2495</b>	1979 CHEVY CONVERSION VAN Automatic transmission, air conditioning, am-fm stereo, tilt, cruise, extra clean. WAS \$5,495 <b>NOW \$4495</b>	1979 OLDS 98 REGENCY 4 door model, automatic transmission, air conditioning, loaded with power options, 40,000 miles, extra clean. WAS \$4,495 <b>NOW \$3495</b>