

Dear Friends,

It's been almost 24 hours and the shock of this is just settling in. So many of you are wonderful friends that became customers, some are customers that have become wonderful friends. We want to thank all of you who've shown your support. The phone calls, emails and personal visits have meant the world to all of us. You asked "How can I help" so we posted a petition on our web site and your response was so overwhelming that it crashed the site.

Eighty years in business and we get a letter saying thank you, but you're not needed anymore. My grandfather, father and uncle all spent a lifetime building our business up to what you see today. My cousin John, my brother Rich and I have continued what they modeled for us. Along the way we've spent countless hours giving back to our communities either by volunteering our time or in many cases sharing our treasure.

Chrysler has stated that they are trying to eliminate 25% of its dealer body. One would think you'd seek to eliminate those who are under performing. Chrysler gives its dealer a score card sort of like a monthly report. Here are some highlights from ours:

- Sales are up 21% over last year. Nationally dealers have experienced a 26% decrease.
- Our Customer Satisfaction scores are high. On a scale of 1-10 we consistently score 9 and very often a perfect 10 as rated by you our customers.
- Our customer labor sales are almost two times the national average. RC Lucas our Service Manager and crew are well trained, honest professionals who respect their clients and whose actions are always driven by what is right for the client.
- Our Parts department, led by Ken Kremer is the largest in the Tri-State. Every day we have trucks on the road delivering to other dealers, independent body shops and garages.
- While needing the service of a body shop are never welcomed circumstances the quality of work and professionalism that Rich Zimmer and his staff have made our collision center one of the premier facilities in the tri state.

Please if you haven't done so yet, log onto [www.zimmermotors.com](http://www.zimmermotors.com) there you will find the email address of all our management team. Please send an email showing your support of Zimmer Motors and your disapproval of Chrysler's decision to terminate our franchise. ***We are furiously working on filing a motion to stop this insanity and would appreciate your help in this matter.***

Sincerely,

The Zimmer Family

Tom , Dick, John , Rich , Catherine --

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