

BACKGROUND

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SCHLUETER FAMILY HAS A LONG HISTORY IN WATERLOO

The Schlueter family has over 50 years of experience selling vehicles in Waterloo Region. Harold Schlueter, the dealership's founder, sold his first used car during the Second World War. From there he continued buying and selling used vehicles until he had the opportunity to become a franchised dealer.

In 1976 General Motors approached Harold about establishing a GM franchise in Waterloo. Harold agreed and together with his son Dennis began selling the Chevrolet line-up in their 16,000 square foot dealership on Weber Street. In 1981 they acquired the Oldsmobile franchise and became Schlueter Chev Olds.

Schlueter Chev Olds grew quickly and with rising sales and a growing customer base Harold and Dennis soon outgrew their original building. A large addition was necessary and in 1986 a second indoor showroom was added and the Schlueter Collision Centre was built around the corner on Lexington Court. The Schlueter facility was now 40,000 square feet.

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In 2001 Dennis celebrated his twenty-fifth year as the dealership's Dealer Principle. His hard work and keen business sense has made the dealership one of General Motors' most successful. He is especially pleased with the success he has had selling Corvettes.

Schlueter Chevrolet HUMMER is one of Canada's most successful Corvette dealerships selling an average of twenty-five of the legendary sports cars each year.

Dennis worked very hard to bring HUMMER to Waterloo and is excited about the new venture. He plans to treat HUMMER customers to a truly unique experience. The HUMMERS are housed in a separate showroom, test drives will include off-road demonstrations and every HUMMER customer will deal directly with Al Hinds, Schlueter's HUMMER specialist.

Al has been a Schlueter employee for over 25 years but it might be Al's hobbies that qualify him to sell HUMMERS more than his work experience does. Al has been building and showing race cars since 1980 and had a seven year drag racing career that saw him race the quarter mile in 6.5 seconds in his pro-modified Chevrolet Camaro. His automotive background coupled with extensive HUMMER training and plain old enthusiasm makes Al the ideal person to introduce Waterloo Region to HUMMER.

Today Dennis is joined at the dealership by his two daughters Amy and Kelly, making Schlueter Chevrolet HUMMER a third generation company. He employs over 80 people, 10 of which have the impressive distinction of being 20 year employees.

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It will soon be time to grow again and Dennis already has plans to add a 5,000 square foot addition to the dealership to accommodate not only the HUMMERS but also the very busy parts and service departments.