

**NEWS RELEASE**

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**MEDIA CONTACT:**

Amy Schlueter  
General Manager  
(519)884-9000  
cars@gmontario.com

Canada's Newest HUMMER dealership opens in Waterloo Region

WATERLOO, ON—Canada's newest HUMMER dealership is open for business in Waterloo. There are twelve HUMMER dealerships across Canada and Schlueter Chevrolet HUMMER in Waterloo is one of only five in Ontario and the only place you can buy a new HUMMER in Waterloo Region.

Schlueter Chevrolet HUMMER is a strong operation that enjoys success in both the sales and service side of the business. They have a successful track record that includes selling an average of twenty-five Corvettes a year and being one of Canada's most successful Corvette dealers. This has contributed to their excellent reputation within the General Motors community. Currently Schlueter Chevrolet HUMMER is the only GM dealership in Kitchener-Waterloo that meets General Motors' Image 2000 standards. Now plans are underway to expand the facility in order accommodate HUMMER with a 5,000 square foot addition.

Waterloo Region's demographics and thriving business community make it an ideal location for a HUMMER dealership. Some of the factors that convinced General Motors to expand into Waterloo Region include the region's two universities, the presence of several insurance company head offices and high tech companies and the fact that Waterloo has one of the highest average incomes in the province.

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The HUMMERS will be housed in a separate showroom at Schlueter Chevrolet HUMMER's Weber Street facility and HUMMER customers will be treated to test drives that include off-road demonstrations. Al Hinds, a twenty-five year Schlueter employee, has been selected as Schlueter's HUMMER specialist. With a background in building, showing and racing cars Al is uniquely qualified to introduce Waterloo Region to HUMMER.

Schlueter Chevrolet officially became a HUMMER franchise in December 2003 and currently has approximately ten 2004 HUMMER H2s in stock. In the spring of 2004 they will be receiving the new 2005 SUT version of the H2 and in 2005 will offer the new H3 and H3T models as well.