



March 5, 1973

Mr. Neil J. Fischer
Leesburg Chrysler-Plymouth, Inc.
903 North Boulevard, W.
Leesburg, Florida 32748

Dear Neil:

We are pleased to announce that you have been selected as one of nine dealerships within the Orlando Region that will receive the Distinguished Dealer Award for the calendar year 1972.

This is tangible evidence that you have met much more than the minimum standards expected from any dealer who displays the pentastar. And it brings much more in tangible terms - such benefits as increased stature among your customers and prospective customers. It raises your stature in the community, among other dealers and businessmen of all sorts. It lets everyone know that you operate your business on a sound ethical basis, that you offer more and better new and used car deals, more service and parts business and, in general, you have a more profitable operation than many of your peers.

The Distinguished Dealer Award is the highest honor offered by the Chrysler-Plymouth Division, and you have demonstrated the high degree of professionalism to be recognized with this award.

We have planned a banquet for the nine Distinguished Dealers and their wives within the Orlando Region, in Orlando, at the Langford Hotel on Friday, April 6, 1973. Cocktails will begin at 7:00 p.m. I am looking forward to congratulating you in person on the above date, and promise you a very enjoyable evening.

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Should you desire hotel accommodations in Orlando for the evening of April 6, please call or write the Regional Office for assistance.

Look forward to seeing you on the 6th.

Best regards,



E. E. BRECH
Regional Manager

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