

Why GM's Sales Leadership is Important to You

Here's what we mean by leadership . . . Canada-wide sales for the first quarter of 1954

GENERAL MOTORS	34,687
MANUFACTURER "B"	28,874
MANUFACTURER "C"	12,391

(Official registrations—Canadian and U.S.-designed vehicles)

"Sales leadership is simply public preference based upon the quality of the product and the reputation of the manufacturer."

The responsibilities of Leadership are great. We do not say this in any boastful spirit. We are humbly aware how much we owe to your good opinion.

We know we can continue to enjoy it only by living up to our responsibilities to you—by giving you the very finest automotive values that human ingenuity can devise. That we have always done so, is, we think, abundantly clear.

Let's take a look at the figures. This year, last year, indeed ever since reliable figures of automobile sales first became available, Canadians have preferred cars and trucks

built by General Motors. During the last 23 years, to be exact, you bought 394,198 more from us than from any other manufacturer.

But why is it important to you which car outsells which, or which manufacturer is the leader in sales?

Let's begin right at the beginning. When you go out to buy a car, you look for the best possible value at the lowest possible price.

Now, as you know, mass production methods bring down the costs and bring up the quality. In fact, that's what made the horse and buggy past history.

Naturally, the car manufacturer who sells the most, builds the most. And, through bigger production, he enjoys greater efficiency and effects bigger economies. These savings are passed along to you in terms of higher quality and lower cost.

That's where automobile sales leadership comes in. You see, more people buy General Motors cars than any others—and they've been doing it for years. And so we build more cars—we build them better and sell them for less. It's as simple as that.

Of course, one of the many things that makes GM cars better is our Research—

always seeking new, exciting improvements. Another is our unsurpassed Engineering—which makes these new ideas practical. Add to these, up-to-the-minute Styling, and you have the recipe for Sales Leadership—Leadership that results from giving you more for your money.

Yes, the responsibilities of leadership are great—but as well, leadership has both its penalties and rewards.

"That which is good or great makes itself known, no matter how loud the clamor of denial. If the leader truly leads, he remains—the leader."

GENERAL MOTORS

MAKERS OF

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
CHEVROLET TRUCKS • GMC TRUCKS