

South 20 Minute

The Personnel Files...

Michael Amante joined us in September as our Detailing Specialist, and while he hasn't really said much since then, he is constantly smiling so we think he likes us. That's good, because we like him too! Michael is an incredibly hard worker—no slacking, no tomfoolery, he has a job to do and it gets done. Having just moved to Humboldt 2 years ago, Michael's downtime is spent with his family. With three kids under the age of 4, the youngest of which was born shortly after he started here, his hands are full! You'd think he'd be exhausted, but Michael just keeps smiling...he must have a secret!



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Ringling In The New Year

Should old acquaintance be forgot....something...about Ol Lang Zine?...all right, I don't actually *know* the rest of that song, somehow it always managed to get lost in the cheers and clinking glasses. The meaning is still there though, pay homage to the days gone by, they are what brought you to today. So let's hear it for 2011, to the long anticipated fixing of 368, the JCI's reaching their goal and constructing a new spray park in Humboldt, the opening of our first ever radio station, and perhaps most memorable—the final realization of our new hospital! 2011 was a good year for the area and, more personally, a landmark year for South 20—we turned 25! It came with sad farewells

to some longtime employees, and heartfelt welcomes to many new ones. We revamped our RV department, introducing 4 new lines of RVs, completing construction of our new RV shop, and beginning construction of a separate showroom. Our vehicle sales department enjoyed some record breaking months that saw new vehicle sales jump by 20%. Their secret? The stellar new lineup of 2011 vehicles that Chrysler, Dodge, and Jeep released. A lineup that included the all new, and ever impressive, Longhorn truck and Chrysler 200.

For everything 2011 was, we are eagerly anticipating what 2012 has to unveil,

not the least of which will see the completion of the RV building with its separate showroom, parts department, and sales offices. We are excited for the grand opening event on June 2, scheduled to coincide with our big 25th Anniversary celebration. Customers that visit us before May 31, 2012, will have their name automatically entered to win a brand new Chrysler 200, Crystal Waters Hot Tub, or Traeger BBQ. Stop in some time for coffee and we'll tell you all about it!

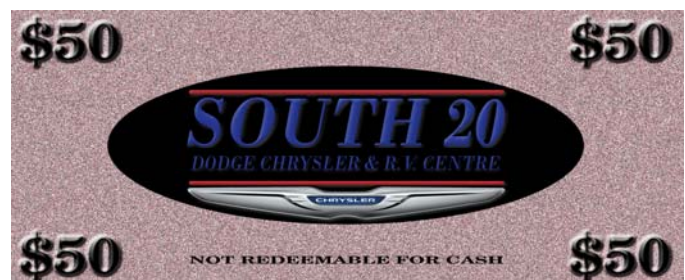
We thank you for your friendship and patronage over the past year, and hope that you all have an amazing 2012! See you in the new year!

South 20 Bucks

We're kicking off the new year by giving away 'South 20 Bucks'! January's anniversary contest is going to be an interactive one. Watch our Facebook page Monday—Friday, Jan. 9-25, we will be posting a different question every day, be the first to answer correctly and win anywhere from \$10—\$50 in South 20 money. What you do with

your winnings is up to you, pay for service work, purchase parts, or help payoff your account. FYI: in case

you're wondering, South 20 first opened its doors in 1986, just saying...





Jeep

Don't let the first big deals of 2012 pass you by!

FIRST BIG DEAL EVENT



DOOR CRASHER DEALS

\$143 /biweekly



2012 Dodge RAM 1500 SXT Ext Cab

\$24,498

\$111 /biweekly



2012 Dodge Grand Caravan CVP

\$18,998

\$96 /biweekly



2012 Chrysler 200

\$16,398

\$111 /biweekly



2012 Dodge Journey CVP

\$18,998

NO CHARGE



SAVE UP TO \$9,345

Massive Consumer Cash up to \$10,750.

Finance Rates as low as 1.99% on select models.

PLUS
Receive a Free Extra Value Package
(up to \$400 value).

PLUS
Receive a Free Gift with every purchase!

ONE DAY ONLY

Wednesday January 25th (9am-7pm)

SOUTH 20 DODGE CHRYSLER