

# A Lucky Break In A Shaky Economy

Local residents *find cash* in the trunks of cars at  
**Lidtke Motors. Many trunks still unopened.**

**J. A. Venezia**

*Special/Retail Press Newswide*

**BEAVER DAM** - "Just about everybody could use some extra cash these days," said Tim Welch from Lidtke Motors. "And everybody loves to be a winner!"

"We hired a team of Leprechauns to come out and stash cash and discount certificates... up to \$3,000 worth... in the trunk of every car at our store. There are 52 different pots of gold sitting out there right now, just waiting for someone to follow the rainbow and cash in!"

Though it may seem like Tim Welch has had a few too many green beers, it's true. Every car, truck, SUV and van here at Lidtke Motors has an envelope hidden somewhere in the trunk which contains either cash or a discount you can take off of that vehicle. In some cases, the prize is as high as \$3,000.

"Everybody can play! You don't have to buy anything. Just come down to the store this week, test drive a vehicle, and after the test drive pop open the trunk and see what you've won. It's that simple!" At a time when many Beaver Dam residents can use a financial boost, this opportunity is welcomed news. Susan McCleary, of Fox Lake, says she's more likely to go to Lidtke Motors knowing she's guaranteed to win either cash or a substantial discount. "You know what I could do with \$3,000? I could get rid of this old car I hate plus pay off some bills," she explained.

Welch assured us that credit would not be a factor in determining winners. "Absolutely not. It's completely random. Whether you've been turned down in the past or just don't think you could be approved right now, it

doesn't matter. Take a ride, open the trunk, win a prize. That simple. No fine print! Plus, you may just be surprised... we're able to get plenty of people approved every month who have had some credit mistakes in the past."

When asked about his motivation for doing such a thing, Tim Welch explained that he's seen sales picking up lately and wants to keep moving in a positive direction. "We just think buying a car (or even just looking at a car) should be fun. What's with all hassle at these other places? Not here. We all have enough stress in our lives. Buying a car should be no different than picking out a new TV. Except... when you buy a TV you don't get a prize left

After I found the right vehicle I was very comfortable with the staff at the dealership. Everything was going so smooth about the purchase I thought a curve or bump would happen soon, but it never did.

They were very professional and knowledgeable about the SUV. I truly hope to deal with you again and I highly recommend Lidtke Motors.

Mark Laffin

Further, Tim Welch has authored a special report entitled, "*Common Car Scams To Avoid*," which will be provided free of charge to anyone who visits the store this month or calls on the phone.

"My priority is that people get a great car and a good deal, whether they buy from us or not. But I would like everyone in town to give me a chance... to just consider what I have to offer. I think they'll find that we're friendly, helpful, fun and fair. That's why we're willing to have such generous prizes in every trunk. It's a great way to motivate people to give us a shot!"

Even if buying a nicer, newer car isn't on your to-do list this weekend, you owe it to yourself to take a look at Lidtke Motors. Their certified transportation consultants may be able to show you how you can own that car you'd love to drive sooner than later, and possible with a lower payment. And everyone who takes a test drive will find a prize in the trunk.

This special sale is going on this month only at Lidtke Motors located at 701 Park Ave., Beaver Dam. Or call 920-887-1661 to schedule an appointment right now. "Cash or discounts up to \$3,000 in every trunk. It sounds crazy, but it's true. And I want you to cash in today. Give us a call or come see us."



behind by a Leprechaun!"

Choosing an auto dealer is an important decision. You should look for a dealer who can provide references from past satisfied customers and who is a consumer advocate. When asked for references, Tim Welch provided the following written testimonials:

It's been over 30 years since we've been Lidtke Motors customers. From day one to present, it has been a pleasurable experience. Whether purchasing a new vehicle or coming in for maintenance, oil changes, detailing, etc., it's always like visiting old friends.

Your all are #1 in my book.

M.H. Schilling

Before I visited Lidtke Motors I felt positive about driving the miles to buy a car.

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**THIS MONTH ONLY**  
**at Lidtke Motors**  
**701 Park Ave.**  
**Beaver Dam**  
**920-887-1661**