

**"You can sell more cars if you read Automotive News."**



*Chip Thomas, One of Tennessee's most successful Honda salesmen and a nationally known motivational speaker/sales trainer.*

**Chip Thomas**  
can't imagine  
NOT reading  
**Automotive News.**

"I tell people to read, read, read. If you INCREASE your reading (about your industry) by 30 minutes per day, every single day, you can significantly increase your income over a five-year period."

"I tell every dealership sales person that I meet in my seminars that they need to subscribe to *Automotive News*. Why would I not want to know everything about my industry? *Automotive News* provides the very best information possible regarding our business. Why would I want to be uninformed and unaware of all that is taking place? Every sales person should get their own subscription. I've had my own for several years now. It's an investment that pays off."

"I bet if you subscribe to *Automotive News*, you'll sell more cars and thank me too."

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