



*More value
for you
from Morrie's.*

More value.

More rewards.

***More reasons
than ever to buy
from Morrie's.***





Introducing **M-Factor**—an exciting new package of benefits, special offers, and discounts designed to reward every customer who buys a new or used vehicle from Morrie's.

Why M-Factor? Because at Morrie's, we believe that your car-buying experience should go above and beyond the expected. We want to deliver more.

M-Factor is more than a reward program. It's an entire philosophy. And it stems from the values of our founder, Morrie Wagener. Morrie has instilled in our organization since its inception: honesty, integrity, respect, and service.

When shopping for a vehicle, make sure that you are getting all of the fantastic benefits M-Factor has to offer.

What you get with M-Factor.

When you purchase a vehicle from any Morrie's dealership, you'll drive away with your very own M-Factor Rewards Booklet, filled with valuable certificates **worth more than \$2100!*** These certificates will save you money on parts and service, trade-ins, and more—including a **FREE one-year membership to AAA!**



"M" is for More.

Each M-Factor booklet contains an array of certificates with a retail value as follows:

Friends and Family discount	\$250.00
FREE rental (with each major service) (available at 30,000, 60,000, 90,000, and 120,000 mi.)	160.00
Loyalty trade-in bonus	250.00
FREE (every 5th) oil and filter change	250.00
One FREE paintless dent repair	75.00
One FREE window chip repair	75.00
FREE pickup and delivery (with any complete detail)	25.00
FREE sleeve of Nevada Bob's golf balls	8.00
10% parts and labor discount (\$25 per visit max.)	250.00 (max.)
FREE car wash and vacuum (with every service)	180.00
FREE mechanical inspection (with every service)	600.00
FREE one-year AAA membership	59.95
Total approximate retail value = \$2182!*	

Additional M-Factor offerings:

- Vehicle refinancing
- Used car "Auto-Biography"
- "Fix It Right the First Time" pledge on all repairs
- 3-day No Hassle return or exchange program **

Some AAA membership benefits include:

- A **4%** per gallon gasoline savings
- Valuable discounts on dining, entertainment, and retail
- Travel services
- Maps and route planning
- Insurance services



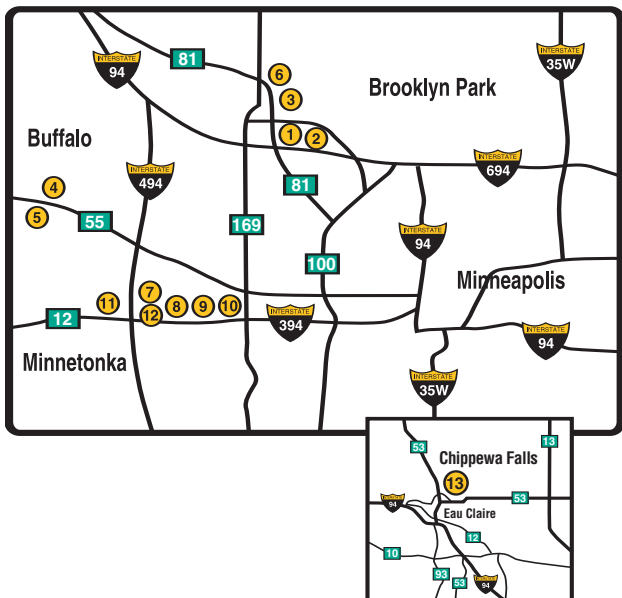
Great vehicles, tremendous service...and now, M-Factor.

Every Morrie's dealership is dedicated to impeccable service and dependability.

And now, with the addition of M-Factor, you've got more reasons than ever to purchase your next vehicle from Morrie's. We want you to choose Morrie's again and again!

* Certificates have no cash value, but represent the following retail value to the certificate holder: Friends and Family discount: \$250; Free rental (available at 30,000, 60,000, 90,000, and 120,000 mi.): \$40 per rental, est. \$160; Loyalty bonus: \$250; Free oil and filter change: \$250; Paintless dent repair: \$75; Window chip repair: \$75; Free pickup and delivery: \$25; Golf balls: \$8; 10% parts and labor discount: \$25 per visit, max. est. \$250 total; Free wash and vacuum with every service: \$180; Free mechanical inspection: \$600; One-year AAA membership: \$59.95. Total approximate retail value: \$2182.

** Return or exchange your vehicle within 3 calendar days or 300 miles, whichever comes first, if you're not satisfied with your choice for any reason. Taxes, license, tag, processing fees or difference in purchase price of exchange vehicle are the sole responsibility of the buyer. Vehicle must be returned in like condition. Not applicable to consigned vehicles, vehicles with sales price less than \$3500, wholesale towaways, or vehicles sold in "as is" condition. Vehicles sold with a value over \$100,000 excluded. Your insurance applies during return or exchange period.



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|---|--------------|
| 1. Morrie's Brooklyn Park Hyundai | 763.424.4444 |
| 2. Morrie's Brooklyn Park Nissan | 763.424.4400 |
| 3. Morrie's Brooklyn Park Subaru | 763.424.3331 |
| 4. Morrie's Buffalo Chrysler/Dodge/Jeep | 763.682.1800 |
| 5. Morrie's Buffalo Ford/Mercury | 763.682.1622 |
| 6. Morrie's Isuzu/Suzuki | 763.493.2688 |
| 7. Morrie's Mazda | 952.544.1999 |
| 8. Morrie's Minnetonka Ford | 952.546.5441 |
| 9. Morrie's Saab | 952.544.0096 |
| 10. Morrie's Minnetonka Subaru | 952.544.0376 |
| 11. Morrie's Kia | 952.543.7700 |
| 12. Maserati of Minneapolis | 952.797.1777 |
| 13. Morrie's Chippewa Valley Mazda | 715.720.7000 |



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