

Good going, Michigan, for cutting the sales tax on cars!

General Motors will match you dollar for dollar.

General Motors and GM Dealers throughout the state are behind this new statute all the way.

In fact, we believe in it so strongly that General Motors is offering additional incentives to qualified purchasers of eligible new 1979 and 1980 GM cars during the life of the tax savings:

- GM will match the purchaser's tax savings dollar for dollar;
- GM will waive its recent price increase.

And GMAC, a financing subsidiary of GM, is offering a program that

permits participating GM dealers to provide financing savings to qualified purchasers.

Now, how much can you expect to save all together? Plenty. With the 50% state sales tax cut and GM's matching dollars it can range from \$162 on a Chevrolet Chevette Scooter to \$1,032 on a Cadillac Seville, based on manufacturer's suggested retail price.

In addition, GM new car buyers in Michigan will benefit further during the program period by being exempt from the recently announced price

increase—\$135 on an average-equipped car basis.

And GMAC's program could represent financing savings of up to \$500 on a typical 48-month contract.

Something else! Don't forget that these outstanding savings are on top of the great deals GM dealers will be offering during this period.

So, hurry. Take advantage of this once-in-a-lifetime, money-saving opportunity today.



It's a great time to buy a new GM car in Michigan.

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC