

September 4, 2007

606-608 Lake Street  
St. Catharines ON L2N 5S9

Mr. Vito Paladino  
National Manager, Customer Relations  
Mazda Canada Inc.  
55 Vogell Road  
Richmond Hill ON L4B 3K5

Dear Mr. Paladino,

**Re: Some Recent History, and What Might Have Been**

I can confirm that I received your letter of February 15, 2007. I note that you're keeping my file open. But I admit I'm a bit disappointed you and Don Romano have chosen not to reply to me any more.

I thought I'd better drop you a line just to let you know what's been happening with the Mazda.

As you will recall, I received a credit from St. Catharines Mazda as their contribution to fixing the water pump issue. I've drawn on it twice for oil changes. I declined to draw on it for some recommended brake work estimated in excess of \$500. Six months and 6,000 kilometers later the work has proven to be unnecessary anyway. This made me wonder for a split second about the water pump, but I decided not to go there. It's clearly time to move on.

So I've replaced the Mazda with another car. I won't go into details, other than I paid nearly 30 thousand bucks for it. I'll leave it to you and Don to do the arithmetic and figure out your competitor's profit. I bet it was more than 140 bucks.

I bought it from a new car dealer who was highly recommended to me by colleagues at work. As you know, the spoken word is a powerful thing, and consumers listen.

The ball has bounced off the rim. The buzzer has sounded. Team Mazda has gone down to defeat. We're all left wondering what 'might have been' had Don come off the bench. Or if you and Craig Watterson had a different tipping point to work with. It might have made a difference. Then again, it might not.

Now you can close my file.

No reply is necessary.

Yours truly,

Alan Gummo

P.S. By copy to Cheryle: I won't be using the balance in my account, so I would appreciate it if you would donate it to the United Way of St. Catharines & District. They deserve our support.

cc. Don Romano, President and CEO  
Cheryle Slattery, St. Catharines Mazda  
United Way of St. Catharines & District  
By email: list