

## There are benefits to being a member.

As a member you can receive great savings from Alamo. Now through December 13, 1995 you can save \$30 OFF AN UPGRADE. Plus, there is no charge for additional drivers.

Alamo has over 115 locations in the U.S.A. and 34 locations in Europe (the United Kingdom, Switzerland, Republic of Ireland, The Netherlands, Germany, and Belgium). And don't forget we offer *unlimited free mileage*, every day at every location.

In addition, you can receive airline frequent flyer benefits with Alaska, American, Delta, Hawaiian, Northwest, United and USAir. And you'll get Hyatt Gold Passport or Hilton HHonors bonus points when your Alamo car rental is in conjunction with a qualifying stay.

For reservations call your Professional Travel Agent or call Alamo at 1-800-354-2322. Be sure to request I.D. # 93058 and Rate Code BY.



Alamo features fine General Motors cars like this Chevy Beretta.

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### \$30 OFF AN UPGRADE

- Certificate is valid for \$30 OFF AN UPGRADE (not valid on time and mileage). Upgrade subject to availability at time of rental, as certain car types may not be available.
- Valid from an economy car and above. The maximum value of this certificate which may be applied toward upgrade charges is \$30 OFF (not valid on time and mileage). No refund will be given on any unused portion of this certificate. Certificate is not redeemable for cash.
- Offer valid on rentals of 2 to 14 days.
- Only one certificate per rental, not to be used in conjunction with any other certificates/offers.
- A 24-hour advance reservation is required. Reservations are subject to availability at time of booking.
- Certificate must be presented at the Alamo counter on arrival.
- This certificate is redeemable at all Alamo locations in the U.S.A. only. Once redeemed, this certificate is void.
- This certificate and the car rental pursuant to it are subject to Alamo's conditions at the time of rental. Minimum age for rental is 21. All renters must have a valid driver's license.
- Certificate does not include any taxes or other optional items.
- This certificate is null and void if altered, revised or duplicated in any way. In the event of loss or expiration, certificate will not be replaced.
- Certificate cannot be used in conjunction with an Alamo Express Plus™ rental.
- Offer valid through December 13, 1995 except:  
11/23/94 - 11/25/94, 12/15/94 - 01/01/95,  
02/16/95 - 02/18/95, 04/13/95 - 04/15/95,  
05/25/95 - 05/27/95, 06/29/95 - 07/08/95,  
07/21/95 - 08/19/95, 08/31/95 - 09/02/95,  
10/05/95 - 10/07/95 and 11/22/95 - 11/25/95.

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## Only The Strong Survive

Ever since the Mustang began the personal sporty car movement back in 1964, countless imitators have cropped up trying to capitalize on this market. Auto companies from Detroit and from abroad knocked out their versions of what a Mustang should really be like.

We've got GM's Camaro and Firebird. Then, there's Nissan's Z-car series, Toyota's Supra, Mazda's RX-7, Mitsubishi's 3000GT; then, add the German variations. They all think they have a better idea of what we all really want.

Most of these look-alikes became heavier and more expensive over the years. Eventually, they started missing the target market completely. Fortunately, for those manufacturers, many people were fooled enough by these cars to actually sustain their production through the lavish Eighties and early Nineties. But, guess what? Sales are starting to tumble for many of these pseudo-Mustangs.

There is even speculation that some of these brands will actually be pulled out of the U.S. market! Think what a shock that will send through the industry. It could even do wonders

for Mustang sales.

The Yuppies who traditionally bought the European or Asian pretenders are now more interested in mini-vans, and 4x4 wagons for their families and dogs.



The best part is, Mustang sales are as strong as always. And that means twice as strong as Camaro and Firebird combined. Say goodbye to weak imitations.

by Roger Johnson