

# Cupertino Chevy dealer will offer Yugo in June

By JAN SHAW

Key Chevrolet in Cupertino will be one of 10 Northern California dealerships to carry the Yugo, a \$3,990 "basic transportation" car imported from Yugoslavia.

The first shipment of cars designed to meet California's emission requirements should arrive in June, with the possibility of one or two demonstration cars arriving in May, said Barbara Weiss, new project developer for Key.

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*Barbara Weiss*

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Yugo cars have been selling on the East Coast since August or September, Weiss said.

Weiss declined to reveal the cost to the 18-year-old dealership in ordering parts and factory tools or the amount of the line of credit required by Yugo America Inc., based in Upper Saddle River, N.J., before it will approve a dealership. However, Yvonne Bracco, dealer development representative with Yugo America, confirmed that the company requires a minimum line of credit of \$1 million and a minimum parts inventory of about

\$15,000. One local dealer estimated that with the cost of factory tools, the cost of parts could rise to as much as \$100,000. Customer financing of the cars is done through normal financial institutions.

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Mechanics, office workers and parts and sales people will have completed training on the Yugo before the first cars arrive, Weiss said.

It is Key's first venture into carrying a second line. Weiss said she expects the Yugo to be successful for two reasons: The need among students, office workers and others for a cheap, reliable car and the experience of East Coast dealers who Weiss said have orders for nearly every car driven off the boat.

The car has a 1.1 liter, four-cylinder engine, front wheel drive, front disk brakes, rack and pinion steering and comes in one two-door model called the Yugo GV, Bracco said.

Options include air conditioning, a radio, roof racks, sleek wheel coverings, ski racks, bike racks and floor mats.

Other dealership locations in northern California are Seaside, Oakland, Hayward, San Francisco, Daly City, Burlingame, Fresno and two dealerships in Sacramento, Bracco said.

There are 194 approved dealerships for the United States, Bracco said. All are with established dealerships.

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