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Developer buys hybrid to help economy, encourages others to follow suit

Columbus, OHIO – Like everybody these days, George Hadler follows the daily economic news with a sense of anxiety and cautious optimism. While many real estate development firms are taking a pounding, the Columbus, Ohio based Hadler Companies is standing solid due to conservative management and avoidance of risky new developments. “The government is asking us to spend to stimulate the economy and the auto industry’s woes lead the headlines, so I wondered if maybe we should buy a new car.”

Hadler remembered that his late father and company founder, William H. Hadler, bought a Chrysler in 1979. “Dad needed a

car and bought a Chrysler simply because the company was facing bankruptcy and seeking a federal bail-out. It was a conscious effort to help a major auto company when the chips were down.”

George, now company CEO, didn’t really need a new car so he put the thought aside. A few days later, he happened to see an infomercial for the new GMC Yukon Hybrid, and was impressed with the average 20 MPG for a full sized SUV, comparable to a Toyota Camry.

He liked the idea of an eco-friendly vehicle that could used to comfortably show properties to prospective tenants and clients, and also haul cargo. He asked his financial controller how much the company was spending to reimburse mileage for employees using their personal vehicles, and the answer was a substantial sum in 2008. He realized that allowing employees to use it for company business could lessen the wear and tear on their vehicles, providing a tangible benefit for them.

Overall, the purchase made economic sense, so Hadler determined the company could buy a hybrid, with the company saving money in the process. The only remaining question was whether the Yukon was the best hybrid to purchase. Hadler and his son Bill went for a test drive at Bob Daniels Pontiac -Buick-GMC, located on Morse Road at I-71 and owned by his friend and neighbor, Greg Gerhard.

Hadler was so impressed with the car and enticed by the incentives and aggressive price concessions offered that he decided to buy it on the spot. One of the things he liked about the car was the bold striping that clearly identifies the vehicle as a hybrid. Hadler has placed the company logo on the vehicle, feeling the advertising value of driving an environmentally friendly company vehicle provided even further justification.

Dealer Greg Gerhard reports that this last-minute end-of-the-month sale allowed his dealership to qualify for a quarterly sales incentive program from GMC. He also said the reduction of gasoline prices and higher list price of the hybrids have slowed sales compared to the standard Yukon, so he was pleased to sell the fully loaded hybrid. “It’s a tremendous vehicle, probably one of the finest we’ve ever offered in our product line,” said Gerhard. “When gas prices go back up, people will probably be standing in line to buy them.”

Hadler is sharing his story in the hopes that others may see the logic and follow his example. “It began with a noble thought, to help General Motors and the environment, but it became a no-brainer for us.” And he challenges that if his company can justify it, there are probably thousands of companies who could do the same, especially Realtors, contractors, and developers. “It’s a perfect vehicle for anyone associated with the real estate business, it’s eco-friendly, and it’s a luxurious and spacious passenger car with all the utility and safety of an SUV.”

Founded in 1947, The Hadler Companies own and manage prime retail sites in Ohio and Wisconsin. For more information, contact The Hadler Companies at (614) 457-6650, or visit www.hadlercompanies.com.