

A VENT WINDOW VIEW, (**Considerable Pleasure**)

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Some new cars of yore were works of art that gave folks *considerable pleasure* when they toured dealer showrooms. Boy! How I loved those fleeting moments spent savoring the shiny paint, glistening chrome, and that new car smell. Remembering those occasions are enough to cause “*continued activity of (my) sensory organs*” from some long ago stimulation.” Credit goes to Wikipedia for that last phrase which I’m guessing is a nerd’s definition of “*considerable pleasure*.”

Of course I am not suggesting that nerds appreciate good design in cars more or less than those of us car aficionados who exhibit minimal taste in areas such as living room furniture, wallpapers, or those items that rich people hang above their fireplace mantels.

What I am suggesting is that a typically rabid car nut probably cannot truly appreciate a new car design until he has smoked some rubber off its tires. This most likely is something one might guess about the mindset of a guy who hangs a moth-eaten moose head above the high dollar, gas-fired, marble-walled unit with the tiled hearth that provides heat to his den. Of course a fireplace is not a requirement for a car guy to have a moose head tastefully decorating some room in his abode. My guess is that more than a few elk and moose “racks” are covered with wet towels in a lot of “guy” bathrooms.

Getting back to the subject of car shopping, keep in mind that car nuts do age and eventually begin to covet upgrades in their new car’s interior areas that can only be called “comfort items.” I’m referring to car seats that “adjust” much like top of the line sofas and lounge chairs that Lazy Boy and other high-end furniture stores line up in long rows for shoppers to test. Doesn’t that remind you of a new car showroom approach to sales? There is a number titled “*Temptation*” sung by Bing Crosby (among others) that includes the line “... *“you were temptation, luring me on ...”*” That ballad should be playing in the sales crew break-room of every car dealership in America where car sales depend upon the temptation displayed. It works in car dealerships just as it did in candy stores of long ago.

With that in mind, it is possible there are some additional steps in décor that might add to a shopper’s urge to buy one of those shiny new vehicles on display in the showroom. Perhaps there should be a fireplace with a moose head above it at the end of the sales area where econo-cars are displayed. Across the room, a sword and shield emblazoned with a car maker’s coat of arms should be hung above the fireplace that is located just beyond the neat display of high-end product.

The entrance from the customer parking area should be smack in the middle of the showroom where a pair of “mid-priced” models may be parked. Several recliners with electric assists to make it easy to adjust their seatbacks should be located between mid- and high-priced models. A pair of aluminum lawn chairs will do for the area between low- and mid-priced vehicles.

The way I see it, this setting will give potential buyers *considerable pleasure* while they view the new machines parked near their chairs. They will enjoy comfort while savoring the shiny new paint schemes and chrome trimmings that, like Queen Elizabeth’s diamond tiaras, shine brighter than a Vegas casino. Add in the new car aromas that work like daisies on butterflies and the salesmen will have buyers leaning forward to hear why they should buy a car.

That will work if the customer doesn’t find the showroom so comfy that he drifts off into a sound sleep, a dreamland in which he actually finds himself at the wheel of one of those new vehicles. Still, if the salesman is good—and a bit nerdy—he might find it possible to sell a car to a sleeper by quietly whispering, “*Buy the car, it’s a bargain ... buy the car, it’ll give you considerable pleasure ... buy the car, it’s a bargain ... buy the car, it’ll give you considerable pleasure ...*”