



CELEBRATE THE PAST AND LOOK TO THE FUTURE

In a time where American business is outsourced and dealerships continue to close their doors, it's nice to hear a story about a Chevy dealership who is a survivor.

Schoner Chevrolet is that story as 2011 marks a very special anniversary: 75 years of Chevrolet sales and service.

We like to think of it as survival of the fittest.

We know, it's cliché. But it's the truth. Schoner Chevrolet has been family owned and operated for the past 75 years and we will continue to serve our valued customers with new Chevrolet and GM service for many years to come.

We like to think that our customers return year-after-year because of our exclusive new Chevy pricing. But we have quickly learned that it's really about how we treat our customers. We are your friend's—not your sales people.

So get comfortable, take a look around and learn how it all started.

In 1981, Schoner Chevrolet–Oldsmobile was awarded the prestigious “Service Supremacy Award.”

GM downsized its product line and invested heavily in automated manufacturing. It also created the Saturn brand to produce small cars. Though GM customers still wanted larger vehicles and began to purchase greater numbers of SUVs.

Following the first gulf war and a recession, GM's profits again suffered from 1991-1993. For the remainder of the decade the company's profits rebounded and it made market share gains with the popularity of its SUV and pick-up truck lines.

Following the september 11 attacks a severe stock market decline caused a pension and benefit fund underfunding crisis. GM began its Keep America Rolling campaign, which boosted sales.

In 2004, GM redirected resources from the development of new sedans to an accelerated refurbishment of their light trucks and SUVs for introduction as 2007 models. Shortly after this decision, fuel prices increased by over 50% and this in turn affected both the trade-in value of used vehicles and the perceived desirability of new offerings in these market segments. The current marketing plan is to tout these revised vehicles extensively as offering the best fuel economy in their class.



2005 Chevrolet Corvette



Schoner Chevrolet kicks off the annual Christmas toy and gift assembly with no charge, for past, present and future customers in 1983.

Earl H. Schoner passed away on January 27, 1983.

Frank R. Hanlon was honored by Chevrolet–Oldsmobile for 25 years as a dealer in 1985.

Mark Hanlon was appointed by Chevrolet–Oldsmobile as a dealer and third generation dealer at Schoner's on December 1, 1985.

After GM's lay-offs in Flint, Michigan, a strike began at the General Motors parts factory on June 5, 1998, which quickly spread to five other assembly plants and lasted seven weeks. Because of the significant role GM plays in the United States, the strikes and temporary idling of many plants noticeably showed in national economic indicators



1999 Chevrolet Corvette

In 1995, Schoner Chevrolet's sales volume reaches new heights forcing the expansion of the building at 720 West Maple Street to better accommodate growing service and body shop departments.

December 31, 2004—General Motors discontinues the Oldsmobile line.

Frank R. Hanlon passed away on June 11, 2005.



2011 Chevrolet Silverado

Mark Hanlon honored by Chevrolet in 2010 for being a dealer for 25 years.



1980s



Chevrolet Impala

1990s



2000s



A SNAPSHOT OF:
Family-Owned Since 1936
SCHONER
CHEVY

1936

Introducing HARTVILLE'S NEW OLDSMOBILE DEALER SCHONER CHEVROLET

Before he opened his own dealership, Earl Schoner already had many years' experience selling Chevrolets from when he started as a salesman in North Canton. He moved from there to Uniontown, where the Schoner name appeared above a garage in 1926. Earl sold Chevrolets there as a sub-dealer for the C.B. Wagner Motor Car Company in Hartville.

When the owner of Wagner Motor Car Company passed away in 1934, his widow hired Earl as General Manager. On May 16, 1936, he purchased the dealership and raised the Schoner Chevrolet sign at our former 344 South Prospect location.

Schoner Chevrolet opens its doors in 1936.



Schoner Chevrolet begins selling Oldsmobiles in 1948.

Frank Hanlon is recognized by GM as a dealer in 1959.



1968 Chevrolet Camaro

The decade of the 1960s saw the creation of compact and intermediate classes. The Chevrolet Corvair was a flat 6-cylinder (air cooled) answer to the Volkswagen Beetle, the Chevy II was created to match Ford's conventional Falcon, after sales of the Corvair failed to match its Ford rival, and the Chevrolet Camaro/Pontiac Firebird was GM's countermeasure to the Ford Mustang. By the mid 1960s, most of GM's vehicles were built on a few common platforms and in the 1970s GM began to further unify body panel stampings.

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1936 Chevrolet Standard Coupe

Oldsmobile was a pioneer in introducing a four-speed semi-automatic transmission called the Automatic Safety Transmission. This transmission featured a conventional clutch pedal, which the driver pressed before selecting either "low" or "high" range. In "low," the car shifted between first and second gears. In "high," the car shifted between first, third and fourth gears.

Soon after, Oldsmobile became the first auto manufacturer to offer a fully automatic transmission, called the Hydramatic, which featured four forward speeds.

By 1958, the divisional distinctions within GM began to blur with the availability of high-performance engines in Chevrolets and Pontiacs. The introduction of higher trim models such as the Chevrolet Impala and Pontiac Bonneville priced in line with some Oldsmobile and Buick offerings was also confusing to consumers. By the time Pontiac, Oldsmobile and Buick introduced similarly styled and priced compact models in 1961, the old "step-up" structure between the divisions was nearly over.

Earl's son-in-law, Frank R. Hanlon, began his career at Schoner Chevrolet in 1949.

1940s



1957 Chevrolet Granger

1950s



1960 Chevrolet Corvair

1960s

Ground was broken for the new Schoner Chevrolet-Oldsmobile facility at 720 West Maple Street in Hartville in 1976.



Schoner Chevrolet celebrated with an open house for its new facility on July 16, 1978.

1970s