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DRIVEtime

Spring 2006

A quarterly publication for patrons of
Company name

1234 Broadway • Any City, USA 12345

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Rising gas prices leave consumers looking for options.

Squeezing the Most Out of the Gas Pump

Everyone knows that gasoline prices are on the rise. And while you can't do much about the prices, you can use fuel wisely. Fortunately, saving gas is truly painless.

When starting your car, make sure the air conditioner is turned off. The extra load of the compressor wastes gas at the worst possible time — during cold startup. Highest pollution occurs during the first 30 seconds of engine operation, too, so let the engine idle for 30 seconds or so before driving the car. This gives

(Cover story title), continued on page 2

The DriveTime newsletter

allows you to speak to your customers and prospects directly through a high quality 4-color newsletter that is professionally written and produced by The Newsletter Company. We

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This is your space. Keep your customers educated about your dealership.

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Use this space for:

- Dealership News
- Customer Letters
- Employee Spotlights
- Community Involvement
- Event Announcements

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relationship. They'll not continue doing business with you, they'll be telling their friends and neighbors about you, too!

Which brings us to yet another fantastic benefit of newsletters: customer referrals. Use part of your newsletter to provide your

>>lookinside

2 Save on Auto Insurance

4 (Company Name) Service Specials



(Cover story title), continued from page 1

the catalytic converter time to warm up.

Keep your tires at proper inflation pressures. "Soft" tires produce more rolling resistance and waste gas, and seriously under-inflated tires can fail suddenly.

At stop lights, shift your automatic transmission into Neutral. This removes the load against the torque converter and allows the engine to idle freely.

Don't use cruise control in hilly terrain. The cruise control system will try to maintain set speed going up steep inclines, often pushing the engine to full throttle. It's more economical to sacrifice some uphill speed by holding the gas pedal at an intermediate position.

Never rest your left foot on the brake pedal. This not only wastes gasoline by retarding the car's forward motion, it can also overheat the brake components and cause premature wear or failure.

Make sure to have scheduled tune-ups performed on time. Dirty air filters and worn spark plugs are gasoline thieves. <

>>service

Out of Sight, Out of Mind?

A vital, sometimes-ignored component of your front-wheel drive or four-wheel-drive vehicle is the flexible rubber boot on each constant velocity (CV) joint.

CV joints are permanently lubricated and require no maintenance. But the rubber boots, which are there to keep grease in and keep dirt out, do need regular inspections. If a boot splits or becomes damaged, it will fail at both its jobs. Replacing a deteriorated boot is not expensive. Replacing a CV joint that has been damaged by grit and loss of lubrication is.

When you bring your car in for scheduled maintenance, we'll inspect CV joint boots and many other unseen components. You may take them for granted. We don't. <

>>insurance



Saving money on auto insurance may be easier than you think.

>>q&a

Q What would cause my steering wheel to vibrate when I'm braking?

A Several things can cause this, and none of them is good.

- ▶ Warped disc brake rotor(s)
- ▶ Malfunctioning ABS sensor
- ▶ Defective tire or irregular tire wear
- ▶ Worn ball joint(s) and/or tie rod end(s)

Any one of these could be a serious safety problem. You should bring your car in for inspection and repair immediately. <

Seven Tips to Save on Auto Insurance

You may not realize it, but the rates you pay for car insurance can vary dramatically depending on the insurance company, agent or broker you choose, the coverage you request, and the kind of car you drive. Listed below are a number of things you can do to lower your insurance costs.

- 1. Comparison shop.** Prices for the same coverage can vary by hundreds of dollars from one company to another.
- 2. Select higher deductibles.** By requesting higher deductibles on collision and comprehensive (fire and theft) coverage, you can lower your costs substantially.
- 3. Eliminate collision and comprehensive coverage on older cars.** The annual premiums plus deductibles may add up to more than an older car is worth.
- 4. Eliminate duplicate medical coverage.** If you have adequate health insurance, you may be paying for duplicate medical coverage in your auto policy.
- 5. Take advantage of "low mileage" discounts.** Some companies offer discounts to motorists who drive fewer than a predetermined number of miles each year.
- 6. Check with your insurer** to make sure you are getting any discounts that apply if your car has automatic seat belts and/or air bags, anti-lock brakes, and anti-theft devices.
- 7. Other discounts may be available to you.** Some insurers offer discounts for more than one car, no accidents or traffic citations in three years, drivers over 50 years of age, auto and homeowner insurance with the same company, completion of driver training courses, and good grades for students. <

Source: Insurance Information Institute, 110 William Street, New York, NY 10038

>>safety



As cooler temperatures arrive, it's wise to check your tire pressure.

Tire Care – Not Just Hot Air

Among the first things high school physics students learn are Charles's Law and Boyle's Law.

What, you ask, does that have to do with you and your car?

Well, as the days become cooler, the air in your tires also cools. Thanks to Charles and Boyle, we know that reducing the temperature of any gas in a container reduces its pressure.

Think of your tires as containers. Air is a gas. When the temperature drops, so does the air pressure. Tires that were properly inflated when it was 90 degrees outside could be under-inflated at 60 degrees.

Because tires are flexible, they require proper pressure to maintain their shape and perform as designed. Under-inflated tires can flex too much, which can lead to a blowout.

Get an "A" in safety. Check your tire pressures regularly. <

>>funfact

Ferdinand Porsche built an electric car with motors in the front wheel hubs in 1900. He built a gasoline-electric hybrid vehicle in 1901.

"Hey, buddy, got a match?"

Gottlieb Daimler's first gasoline-powered motorcycle (1885) did not use a spark plug. The rider had to light a wick, which then ignited the cylinder charge via a slide valve.



The goal of our service department is to keep your car running at peak performance, as conveniently

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- Free
- Rent
- Loan
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Use this space for:

- Company News
- Hours of Operation
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- Customer Letters
- Employee Spotlights
- Community Involvement
- Company Ads
- Special Offers
- Sales Promotions
- Service Incentives
- Lease Specials
- Event Announcements

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SUN 10:00 a.m. - 6:00 p.m.

Service & Parts

M-F 7:00 a.m. - 6:00 p.m.

SAT 8:00 a.m. - 2:00 p.m.

Showroom

M-F 8:30 a.m. - 9:00 p.m.

SAT 8:30 a.m. - 7:00 p.m.

SUN 10:00 a.m. - 6:00 p.m.

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M-F 7:00 a.m. - 6:00 p.m.

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We honor:



experiences. We're here to help you every step of the way with the trustworthy advice and friendly customer service we're known for. Call to let us know how we're doing!

Sincerely,

Mr. Manager, Title

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