The Newsletter Link

Volume 12 October

Provided to you by The Newsletter Link Customized Auto Dealer Newsletter Service

SATELLITE RADIO

Tired of commercials? Tired of the same Top-10 Country Hits?

Satellites are now in place to start beaming commercial-free music to drivers. It all started with the OnStar System.

The cost is about \$120 a year and will follow drivers coast-to-coast with a strong radio signal.

Some manufacturers have yet to offer radios that can receive such a signal. Expect this option to cost around \$200 according to Automotive News.

DESIGNING WOMEN

Well, it's about time. Designers are waking up to the fact that women now drive trucks and SUV's.

You'll find women in key designer rolls for most of the major manufacturers.

According to USA Today, women now make up 11% of truck buyers. Input from women designers includes: redesigned door handles that won't break your fingernails, larger storage compartments, softer ride, and grocery bag holders.

Bumper Snickers

Everyone has a photographic memory. Some don't have film.

A day without sunshine is like, well, night.

On the other hand, you have different fingers.

Change is inevitable, except from a vending machine.

Honk if you love peace and quiet.

Driving Tips:

Yes, You Can Cut Your Gas Bill In Half

- **1. Buy A Second Econo Car:** Save your gas hog for long trips. Buy a 6-year-old compact to run short errands around town. Relax. It's money in the bank because used compacts hold their value. In a year or two, sell it or pass it down to your kids. (Estimated Savings: 10%)
- 2. Consolidate Your Errands: With a little preplanning, you can take care of several errands at once. Check with other family members and eliminate unnecessary trips to the grocery store. (Estimated Savings: 10%)
- **3. Don't Be A Jackrabbit:** Slow things down a bit. Being the first one out of the gate when the light changes wastes a lot of fuel. Don't tailgate and start slowing down before you come to a stop sign. Let the engine slow you down and use the brakes sparingly. (Estimated Savings: 2%)
- **4. Obey Speed Limits:** Slow things down on the road. Drive the speed limit instead of 5-10 miles over. This includes city and highway driving. The faster you go, the more drag you create, using more gas. Also use cruise control. Avoid putting luggage or boxes on the roof of the car since this really increases drag. (Estimated Savings: 15%)
- **5. Proper Maintenance Checks:** Change your air filter, fuel filter and gas filter at the recommended times so the engine runs at peak efficiency. Change your oil too because it has additives that can reduce the friction in your engine. Proper tire pressure is essential. Under inflated tires are a real drag. (Estimated Savings: 2% 15%)

Continued on page two - Driving Tips

Continued from page one - Driving Tips

- **6.** Carpool: I know. We did this during the last gas crisis. Although, this is not a crisis yet, and probably won't be, there are better things to spend your money on than gas. (Estimated Savings: 10%)
- **7. Buy Regular Fuel:** Most vehicles today run very well on regular gas. There is no law that requires you to burn premium. Burning premium might give you a little better performance. The car really doesn't care. It will still get you from point A to point B. Consult your Owner's Manual. (Estimated Savings: 10%)
- **8. Sky Miles:** That's right. I said sky miles. Apply for a Delta Sky miles Credit Card from American Express. For every dollar spent you get one sky mile. Why not get rewarded for paying ridiculous gas prices. (Estimated Savings: 2%)
- **9. Shop Around:** Gas prices can vary from station to station. Usually, there's one chain that sells gas \$.05 cheaper. (Estimated Savings: 2%)

Total estimated gas savings of 63% to 77%

Keeping your car looking nice

Waxing your vehicle will help remove paint oxidation and surface dirt, while adding a protective coating. Wax will improve or remove minor damage such as surface scratches or light contaminants and provide a high-luster finish. Again, consult your vehicle's manual for specific recommendations.

The Waxing Process

Basic guidelines to bear in mind:

Continued next column

Continued from previous column

- 1. The paint surface should be cool and not in direct sunlight.
- 2. Always wash the vehicle immediately before waxing.
- 3. The temperature should be above 50 degrees Fahrenheit and the humidity should be low.
- 4. Apply the wax to a small section at a time using either a foam pad or small terry cloth towel.
- 5. Apply the wax in overlapping strokes or circular motions.
- 6. Wait for a section to dry to a haze before wiping the wax off with soft, terry cloth towels or cloth diapers.
- 7. Wipe in both directions, turning the towels often.
- 8. Shake the towels to remove accumulated wax.
- 9. When finished, wipe the entire vehicle again, paying particular attention to the edges of trim pieces, door jambs and moldings where excess wax may have accumulated.

For additional shine between wax jobs, several manufacturers offer spray-and-wipe products to quickly enhance the vehicle's shine, such as Turtle Wax Emerald Series Premium Detailer and Meguiar's Quik Detailer.

If your vehicle's paint has been damaged, the paint may need additional work requiring the use of other types of products. You should consult a professional detail shop, auto paint repair shop, or car care product manufacturer for advice before using any products that contain abrasives.

The Newsletter Link 740-824-4842 www.NewsletterVille.com

Your Dealer Nam 24681 SR. 60 Warsaw, OH 43844	ne	Place Stamp Here
When finished forward to:		