

George Witt Service

Honda/Acura/Toyota/Lexus/Scion Only



NEWSLETTER



“19th Anniversary Edition”

February 2014

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Over 60,000 Cars Fixed!

19 years ago this month, we hung out our sign and started business. Our proud 1993 Witt 1 limo, now with nearly 300,000 miles on it, was still under factory warranty at that time.

Since that day, we've successfully fixed over 60,000 cars, earned A+ ratings from the Better Business Bureau and numerous industry awards.

We lead our industry with innovation and customer benefits. Our real strength is preventing problems, saving you money on transportation and making it easy to take care of your car.

Education—We use our Newsletter, Facebook page and classes at our shop to educate our customers. Educated consumers make better decisions. We want you to know what's really going on in the auto industry. We think a little fun is in order, too.

Environment—We lead the nation in the use of premium motor oils rated for extended service*. Longer drain intervals mean we have prevented 3,450 quarts of oil from entering the waste stream *every year*.

*based on information provided to us by a major oil company and industry trainers.

Cost reduction—Our attention to efficiency, technology and quality parts and fluids means we can service cars for less money over the long term and show fewer breakdowns and needed repairs than ever before.

Convenience—Our customers only have to come in twice a year, on average, to keep their cars maintained in great working order.

Where are we now?

If you think smart phone technology is something, it's nothing compared to what is happening in the auto in-



“We have led the industry to use factory fluids, extended service motor oils, scheduled battery replacements and tossing out tires before they are dangerous.”

dustry. Government mandated increases in fuel economy are pushing innovation at a stunning pace.

6-speed automatic transmissions are so yesterday. ☺ 8 and 9 speeds are on the way and the Continuously Variable Transmission (CVT) offers infinite gear ratios. These designs really help increase fuel economy.

Cars that park themselves? One new Acura can literally drive itself today and even brake to avoid collisions.

Car makers get EPA credits for pollution reduction, as in fewer waste fluids. So, transmission fluid, coolants and motor oils last longer by design.

This makes it even more critical to use only the factory developed fluids, not “universal” stuff marketed to mechanics who are still using wall phones and living in the past—the industry refers to these people as

“installers”. Really. ☺

Where do we go from here?

We have led the industry to use factory fluids, extended service motor oils, scheduled battery replacements and tossing out tires before they are dangerous.

We now invite you to enjoy service at the next level and help us deliver outstanding automotive service with the ultimate in convenience. No waiting to get in, emergency service when needed, pick up and delivery, a lounge nicer than Starbucks and free rides.

Half the months, we're strained to get everything done, the other months, we run out of work early. We need your help to even out the peaks and valleys. Much like flex time can reduce traffic jams, we hope to use extended service oils to even out our traffic flow and reduce long waits to get in during peak demand months.

We offer reduced rates this month to help get you off the sofa and get your car in for service. No time? Easy, call us and we might be able to give you pick up and delivery. We'll come get it, fix it and deliver it back again.

402-434-6961

www.georgewitt.com

(800) 336-5204

Car Quiz

1. T or F—It's highly recommended to get the engine coolant flushed every 2 years, to aid in winter starts.
2. T or F—Radiator hoses should be replaced every 5 years, to guard against hose failures.
3. T or F—Dirty cabin air filters affect the air you breathe.
4. T or F—A sound like a "rusty gate creak" when the car bounces up and down is a serious noise that should always be checked to find the source.

Answers to Quiz

1. False, in so many ways—First off, coolant has nothing to do with starting the engine. The system can be frozen solid and the engine will start. It won't run long, but it will start. ☺

The new pink Toyota Extra-Long-Life coolant AND the blue Honda Extended Life coolants are both pre-mixed and the initial factory fill is good for 7 years or 100,000 miles. After that, it's 5 years or 60,000 miles. Adding anything else ruins the whole concept.

2. False—New hose construction, coupled with the new extended-life coolants have increased hose life to nearly indefinite periods of time. The coolants put down a "barrier coating" inside the engine that protects everything, including rubber hoses, against deterioration, corrosion and development of acids. Doing anything different drastically reduces the protection and increases repair costs. The new coolants are some of the coolest things that Honda and Toyota have ever done to reduce repair expenses. That's all we use.

3. True—They were developed to clean the air you breathe inside the car and protect you from pollen and germs.

We find them full of dirt, pollen, seeds and occasional mouse waste. Ick! They are really filthy at 15,000 miles and that's the interval at which we recommend replacement. A dirty filter also impedes the air flow of the car's heater. Don't freeze in a mouse's bathroom...



4. True—This noise most commonly comes from a rusty or failing ball joint. This is a death cry for help and can indicate a serious safety issue. At least get it checked to be sure. Not all noises are cause for concern, but this one is.

Keep it or Trade it?

Larry trades his car in as soon as it's paid off. He avoids many repair expenses this way and has reliable transportation.

Mary buys a car, brings it in for regular maintenance and keeps it 15 years.

Here's the cost to buy a car and trade every 5 years:
*Costs are from the "5-year cost of ownership" by

KBB.com. They claim to take into account fuel, depreciation, maintenance/repairs, taxes, interest and insurance on a vehicle driven 15,000 miles a year.

Larry has to carry full coverage on his insurance and pays a higher premium. Mary pays off her car and continues to make the same payments into a savings account. As soon as her savings equals the replacement

Car Model	5 year cost*	Cost per mile
Honda Accord	\$32,097	43 cents
Ford Fusion	\$34,555	46 cents
Toyota Camry	\$34,596	46 cents
Chevy Impala	\$40,014	53 cents

value of her car, she can cancel the comprehensive and collision insurance. She now can start banking the substantial difference in insurance payments. Her license plates and taxes are far less, too.

Over the 15-year comparison period, Larry spends \$96,000 to drive a shiny Accord. His brother Harry coughs up \$120,000 to drive a Chevy. We have many customers operating cars in the 5 to 12-cents-a-mile range for all repairs and maintenance, including oil changes and tires.

Mary can pay cash for her next car, take a trip to Hawaii and retire a year early. She sends Larry a postcard.

Free Maintenance?

Shown below is a chart that represents the approximate charges of maintenance operations for most vehicles that we service. There are some exceptions, duh. The prices include parts and labor. These do not include oil changes, tires, twinkies or wear-out items. This is just basic maintenance needed to keep your car reliable and prevent expensive repairs.

Miles	Cost	Miles	Cost
7500	\$49	52,500	\$49
15,000	\$150	60,000	\$395
22,500	\$49	67,500	\$49
30,000	\$395	75,000	\$150
37,500	\$49	82,500	\$49
45,000	\$150	90,000	\$395

This is useful to help you see the overview of what's required to keep a car in good condition.

Interestingly, the total cost for all of these over 90,000 miles is \$1,929, which is only 2.14 cents a mile! You can bet that a used car is worth an additional \$2,000 if it has all the receipts for all this maintenance. It's like it's free!

Smart People

February and September are our 2 slowest months of the year. They happen to be 6 months apart. We'll be offering more specials and better pricing during those months.

The added bonus is that, with less traffic and lower demand, we can also deliver better service than is possible during the peak demand months.

So, if you've been late servicing your car, call us now. If you want to take advantage of "off-season" rates, move your service up to now. Being smart with your money has never been easier.

If you were a little put off because we couldn't get you in when you wanted in July or December, you can fix that problem this month. Do it now.

Hybrids Save the Grid?

The problem with electricity is it has to be "instantly available" when you flip the switch. So, solar and wind power vary up and down too much to be reliable.

The battery packs in plug-in cars may provide the answer. A bunch of cars all plugged in can provide the short term boosts to smooth all this out. A surge in electricity demand can be supplied by taking it from the cars and the next drop in demand can put it back in.

If everyone in Lincoln bought an electric car tomorrow, there's enough surplus electricity available from LES to recharge them all overnight.

So, the question is, is there enough copper to make all the wiring we'll need for all those plugs? ☺

Quick Tips

Hot meals on wheels—Use your seat heater to keep pizza or takeout food hot on the way home.

Ethanol fuel?—10% ethanol (E10 unleaded) is no problem to use. It won't hurt your car. E15 is a no-no, don't do it. Use 91 octane (plain gasoline) in the snow blower. Small engines may not stand ethanol.

Can we look at it?—We're often asked if we can inspect a timing belt to see if it can go longer or shows signs of breaking. There are no advance warnings. A belt can look fine and break suddenly tomorrow. Just change it out at years or miles, *whichever comes first*. We can advise you about the proper interval for your own car. Models vary from 6yrs/90K to 7yrs/105K.

Don't sand your windshield—On sloppy days, use your windshield washers as you're finishing for the day. If you leave all that grit on the windshield, you'll just be sanding it into the glass when you scrape frost in the morning. This is where a lot of glass scratches come from.

Use cleaners, not carrots—Many people blame their poor night vision on their eyes and eat carrots to excess to try for a cure. Just a light film of dirt or road grime on the headlights can reduce light output by 30% or more. Clean the lights, save a carrot. ☺

3% Cash Discount Coupon

We are delighted to encourage those who strive to stick to a budget and pay cash for things. Simply present this coupon for a 3% discount when you pay by cash (U.S. currency) or write us a paper check. Offer ends 3/31/14. Void for quarters.

40 Wittbucks on Major Maintenance

A major maintenance is one that's due every 30,000 miles (30-60-90k), costs \$395 and is one of our maintenance packages. It is NOT repair of broken stuff. Just because the cost is Major doesn't mean it's Maintenance. ☺ Special ends March 14, 2014

"Better"

Oil Change Service

\$43.50+ Tax
Parts & labor incl.

4 month, 4,000-mile oil change. Ideal to use with oil monitor, get car checked 3 times a year. Same service as below, only the oil is different. Ends 3/31/14. For best protection, change the oil when the monitor reads "20% oil life remaining". Additional charge for 0W20 oil. We also have a \$9.95 special where we just wipe off the filter and change the sticker.

"Best"

Oil Change Service

\$75.50+ Tax
Parts & labor incl.

6 month, 8,000-mile oil change Includes oil filter and motor oil specially rated for long-life service. Includes a multi-point inspection by a Technician who knows your car. This oil protects your engine better than any other oil, regardless of drain interval. Up to 5 quarts, additional oil extra charge. Some trucks more. Regular price \$78.00. Ends 3/31/14. **Good only with**

Coupon Recent information out of Dubai reported that a large number of highly expensive, exotic cars were being abandoned there, as the owners were unable to make the payments and that is punishable under their law. We'd like to ask all those who risk imprisonment to just drop those Ferraris and Lambos right here. We have no laws and won't prosecute if we just get the title. Red, Yellow, Silver or Black, we'll make them feel at home. Thank you.

George Witt Service 402-434-6961

We'll Wash Your Car FREE!

Simply spend \$50 or more with us and we'll give you a coupon for a FREE car wash at Randolph Car Wash, Lincoln's best car wash, 21st and N Sts. Good til 3/31/14.

50 Wittbucks on a Timing Belt

This is good for 50 bucks on a timing belt replacement. Our timing belt replacement packages include a new water pump and a new accessory drive belt, too. This coupon expires 3/14/14. Not good on serpentine belts, pretty colored fashion belts or belts of Wild Turkey. Work must be done here, don't bring in another shop's invoice to collect cash from us.

“Second Opinion” Inspections

It's an old story—a person takes their car in to their mechanic regularly and the car is always OK. Suddenly, it now needs a long list of repairs. What's up?

Mechanics are generally paid on commission. When the shop is busy, they do only what the repair order says. When the shop is very slow or at the end of a skinny pay period, mechanics get more creative. Get the car in to us for an objective inspection. We don't pay commissions. Cars need what they need and we'll show you what we find. Price depends on how much we inspect.

Toll-free nationwide
(800) 336-5204

7am-5pm Mon-Thurs & Fri 7am- 4pm

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19 Wittbucks

Good on the following inspections:

Keep it or Trade it—For safety and reliability issues. Will it start, will it stop, will things break? (also called our “back to school” inspection) Reg. \$75

Pre-purchase inspection—Has it been hit, mistreated, sunk in a flood or repaired badly (or, if this were a dog, would it chew up your Italian leather sofa and eat the curtains?). Reg. \$75 Check out these deals! This is the month—free car wash, free Twinkies, free bacon. Good grief have we lost our mind? Maybe... Deals end 3/14/14

402-434-6961

Newsletter for Honda & Toyota Owners

George Witt Service, Inc. (Since 1995)
“Empowering People to Love Their Cars”
3341 N. 35th St. (2 blocks north of Cornhusker)
Lincoln NE 68504-1559

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All Electronic, All Yours

We now can send out your Newsletter electronically. This means you can get it sooner, read it in your email or even see it on your smart phone. People are even blowing it up larger, so they can read the fine print on the coupons... ☺ Save trees.

Call us, email us or let us know when you come in if you'd like to switch from paper mail to electronic mail.

Go Mobile

We have an app for smart phones. Go to your App Store, type in George Witt Service and download. Do your own reminders and make appointments on the go. You can even find us using mapping in the app. Oooh!

E-Mail: service@georgewitt.com



It's Bacon! Free Bacon!

Bacon Wittbucks

Simple—spend 50 bucks with us, we'll give you a coupon good for a pound of bacon* at Ideal Grocery. Get my favorite, Applewood smoked bacon, from the meat counter. It's thick and delicious. 2 slices will flavor a delicious meal of chicken and broccoli. Recipes available.

* Maximum value \$9.00, can be used for veggies, canned goods or Twinkies....If you think it's good enough to be bacon, that's good enough for us. Offer ends 3/14/14. mmmm bacon...

We sell peace and quiet— and a dozen current magazines, wifi, free Twinkies, fresh fruit and free pop. Gotta stop. Call us for an appointment. Get it all while you wait.

◀ Like us on Facebook. We post great tips and car information several times a week.