

# George Witt Service

Honda/Acura/Toyota/Lexus/Scion Only



## NEWSLETTER



*"Empowering people to love their cars"*

March 2014

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### Delta is a 1st Time Grandma!

Delta has long been regarded as a top quality Mother. Her son and daughter are exemplary people.

Her daughter just had a son, Delta's first grandchild. He is the cutest baby, ever. Ask Delta for pictures and congratulate her. This is a big deal.



### Delta's Bike Wins Trophy

Delta's Dad bought his Harley over 40 years ago and it's been a cherished part of the family ever since.

A few years ago, he gave it to Delta. This was an extreme honor for both of them.

Delta has spent the time since rebuilding the entire bike, all by herself. Each individual piece was carefully selected and crafted to be

part of Delta's bike. Dad's deal was that several original parts be retained. The entire creation represents true passion.

She recently finished it and entered it in the spring Nebraska ABATE bike show at the Lancaster Event Center. She won 2nd place in her class, an amazing accomplishment. Congratulations, Delta (again).

### Sal's Creative Invention

We stopped using bulk motor oil a few years ago, due to the danger of poor quality. Of 1,000 samples of bulk oil taken across the nation, 20% were found to be *substandard motor oils*. That's one out of five!

So, now we only buy sealed bottles of oil that resist tampering by those along the supply chain.

One problem is that there's still about an ounce of unused oil that doesn't come out when the bottle is emptied. It takes putting it on end for a while to get most of the oil to come out.

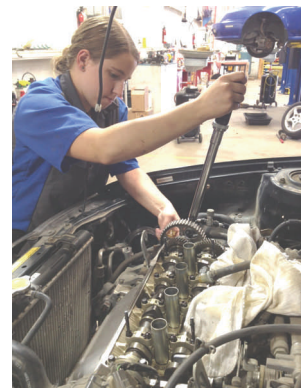
So, Sal has a great idea and goes to work building a really nifty roll-around device that makes it easy to tip-and-drain 4 different fluids into containers so the fluid can still be used. We'd show you pictures, but he's submitted the design to companies for production and we'll protect his idea. This device will enable us to divert 12 gallons of oil from the landfill every year.

### Katy Vacations in Florida

Katy has just returned from a fun and relaxing vacation in Florida.

Being an automotive technician is challenging and extremely physical. It's great that she was able to find a place to relax a bit and enjoy her success. We're proud to have Katy on our team and

wish her many more trips from the frozen tundra of the Plains to the sunny beaches of Florida in February.



### Welcome, Monty!

Monty is our newest team member. He will be helping Delta in the office and will also be a front line customer contact person. He gives rides to and from the shop.

Monty's personality sparkles and he's well versed on many different topics. One of his passions is the environment and he has helped us implement a few more ways we can recycle and reduce waste. We're fortunate to have him and invite you to enjoy the service he provides.

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### Car Quiz

1. T or F—Struts should be replaced every 50 to 70,000 miles.
2. T or F—Low tire pressure is the most common reason for tire damage from hitting a pothole.
3. T or F—The most common damage to a car from hitting a pothole is likely to be knocking it out of alignment.
4. T or F—Reduce the chance of pothole damage by not driving on the far right side of the road when water is present.
5. T or F—The City of Lincoln has an app for your smart phone so you can report potholes electronically.

### Answers to Quiz

1. False—Signage and promotion for strut replacement runs rampant. Many strut manufacturers actually do recommend these intervals, but they're in the business of selling struts. Many mechanics are also very quick to tell people their struts are "bad". "Bad" parts run with the wrong crowd, stay out late and use foul language. If you don't see any of these characteristics in your struts, they're probably not "bad". ☺

Worn struts do cause the vehicle to ride poorly, bounce to excess and adversely affect control. In other words, an alert driver will most likely notice something seems amiss. We'll be delighted to take a ride with you or give you a free inspection if there's a question.

It's my opinion that struts are one of the most over-sold item on a car. The reason is it can be an easy sale. Don't be an easy sale. ☺

2. True—The photo at right shows how the tire gets compressed (in the area between the ar-

rows) from the impact. This pinches the sidewall and breaks the sidewall cords, resulting in a bulge from separation of the plies.

Left alone, this bulge will eventually blow out.

Low tire pressure makes it easier for this pinch to occur, since the tire is softer. Tires fully inflated are "firmer" and much more resistant to impact damage. Air up your tires now to protect your investment in tires.

3. False—Getting "knocked out of alignment" is an urban legend and the "get out of jail free card" often played by anyone with an alignment machine. Whenever any car comes back to an alignment place with tire wear or a pulling problem, the excuse is always, "you



hit a (insert solid object) and "knocked it out of alignment". I bought this story for years myself.

Suspension parts are all mounted in rubber and designed to absorb serious bumps without damage. If it really got knocked out, there would be visible evidence, such as bent, split or broken parts.

When we sell a new set of tires, we always include a high quality 4-wheel alignment with the job. Nearly every one of those cars comes back 40 or 50,000 miles later with perfectly even tire wear. This information leads us to believe that normal impacts don't change alignment and alignments only need to be done every 40 to 50,000 miles. Get a high-quality job done once. It doesn't need to be re-done more often. Saves Moolah.

4. True—Potholes are the result of damage from water intrusion and the "freeze/thaw" cycle. The more water that's present in an area of a road, the more likely potholes are to develop. You may have noticed some places seem to always get potholes every year. Well, duh and now you know why.

Resist the temptation to rip through that standing water trying to see if you can get the rooster-tail of spray to reach the tree branches... ☺ Use Zen to avoid pothole damage and avoid roads that are prime breeding grounds for potholes during spring pothole mating season.

5. True—Go to your app store, type in "Lincoln action center" and there it is. It's a free download.

Activate the "gps enabling" feature, snap a photo of the pothole and hit "send". This can also be used to report street lights out or traffic light problems.

If you don't have a smart phone or would rather use a stupid phone, ☺ you may call the "Pothole Hotline" at 402-441-7646.

Yes, there really is an app and there really is a pothole hotline. Look, in this age of electronics and efficiency, it's more effective to provide a means for citizens to share information than to pay people to drive around all day, looking for potholes to fill.

So, quit cussing and driving over broken pavement and report it, already.

### Become an Expert in Your Spare Time, Earn \$\$\$\$

Learn to perform alignment inspections. Start with your own car. Years ago, I called Honda engineering to get their definition of "inspect alignment" as a scheduled maintenance item. Naturally, performing an alignment would qualify, but what if it doesn't need it?

So, I asked, "If the steering wheel is centered while driving down the road, the vehicle drives straight, with no pull to either side and the tires are wearing perfectly, wouldn't *that* be considered 'inspection of alignment'?" Bingo, came the response. Yes, it would.

Anyone can do this with their own car. So, if you

think maybe that last pothole may have done some damage, do the driving test first.

Then, take a look at the edges of the wheels and the sidewalls of the tires, looking for bent wheels, broken wheel covers or bulges in the sidewalls, preferably after you've stopped. If not, you're still good to go.

Save money and don't buy things you don't need.



### Spring Cleaning

My beautiful light grey floor mats had become heavily soiled over the winter with mud, gravel and ground-in French fries. They looked awful, as seen in the left photo above.

So, I mixed up a few gallons of soapy water (car wash soap), poured it over the mat (after it was out of the car, duh), and scrubbed it with a brush, center photo.

I used the hose with a sprayer to spray it clean, which takes some doing, this is the cleaning part. Then hung it up to dry with a fan on it. It can also hang in the sun on a warm afternoon. All clean, right photo.

### Outta the way, Nimrod!

The latest report is that cars will soon be talking to each other and I've got to wonder if this might be what they'll be saying at times... ☺

The real inside scoop on this is that they're working on ways to use electronic communication to link a string of cars close together like a freight train for high speed commuting. The communication could link up the brakes, throttle and steering so they could all work together. The vehicles of the Jetson's get closer to us.

### Absolute Precision

In the old days, cars lined up to get in for service in the morning. Waiting 10 to 15 minutes to get checked in was common.

Thanks to Delta's new effective way to take an appointment, we're now pre-writing the entire transaction ahead of time. This is done when the customer has time. The result—actual service reception time at our shop is under 2 minutes in many cases. The information is also more detailed and accurate.

Prompt rides, quick service and amazing precision is made possible when our customers arrive promptly on the button for their service.

It's a team effort and you're a key part of the team.

### 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 4/30/14. Void for Bitcoins.

### 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 April 18, 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 4/30/14. 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 4/30/14. **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 4/30/14.

### 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 4/18/14. 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.

### Tax Refund? Buy a car with it.

Many people will soon be getting tax refunds from overpayment of withholding. This small windfall can create a dilemma of what to do with this good fortune.

Might we suggest putting it into fixing up the car you have now. We frequently perform inspections and have people fix everything on the list, including needed maintenance. This is often done for less money than taxes and plates on a new car. They now have a "new" car that's reliable, with no payments. This is like free money every month. Top it off by having it cleaned and detailed.

### 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 eat all your shoes and scatter the trash all over the kitchen?). Reg. \$75 Check out these deals! This is the month—free car wash, free Twinkies. Good grief have we lost our mind? Maybe... Deals end 4/18/14



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

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402-434-6961

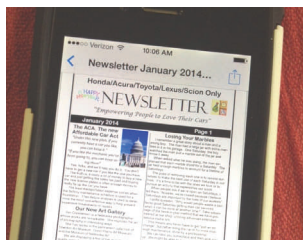
### Newsletter for Honda & Toyota Owners

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

Prsrt Std  
US POSTAGE  
PAID  
Permit No. 1166  
Lincoln NE



Ambassador of Integrity Award 2009  
BBB MEMBER



### All Electronic, All Yours

We now can send out your Newsletter electronically. This means you can send it to all your friends and relatives, with ease, digitally. 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](mailto:service@georgewitt.com)



### Want to help brain injury victims?

We'd love to have some volunteers for our committee to plan and produce our DKYO (Don't Knock Yourself Out) bike ride. This raises money to support the Brain Injury Community Center. Its purpose is also to educate people regarding brain injuries, their seriousness and how to reduce the chances of suffering one.

Brain injuries are a very serious issue and one single impact can change a life forever.

Call us today to volunteer. It can change a life.

**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. Lots of shops offer service while you wait. We offer the nicest place in town to wait. It's the "fortress of solitude" for those who'd like some peace and quiet.

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