

George Witt Service

Honda/Acura/Toyota/Lexus/Scion Only



NEWSLETTER



"Empowering people to love their cars"

April 2014

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Monty Trains Newest Intern

Monty is holding Delta's new grandson. We got lucky when Delta drew some Grandma time at work recently and had an afternoon of cuteness. Monty is our new team member in the office with Delta. He also drives our limo to take you to and from the shop. We're proud to have him on our team.



Environmental Excitement

We have a solid track record of preserving and protecting our environment and Monty has helped take us up a notch. His research has allowed us to now recycle all sorts of plastics and electronics. Team members now use their own coffee cups and we've switched over to biodegradable cups for customers. We're getting the trash down to a very low level.

Please feel free to load up your recycling and drop it off with us when you get your car serviced. We recycle all our motor oil, oil filters, antifreeze, all metals, glass, paper, car batteries. Do bring in any old motor oil or other obsolete petroleum products you may run across lurking in the garage.

The Future of Auto Service

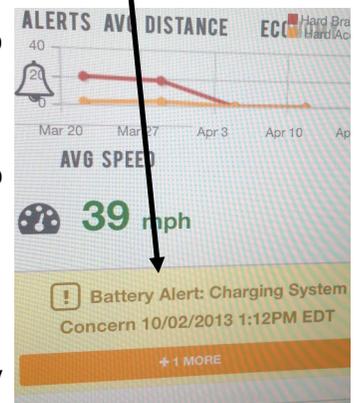
Your car will be able to communicate with your repair shop (that would be us) and share all the

data from the car's computer network.

If your battery voltage gets low, we'll get an email alert from your car to let us know. We can contact you and find out if your kids have been playing the radio all day or if there's really a problem to be addressed.

If you're on a trip and your check engine light comes on, we'll be able to check it for you remotely and text message you to check your gas cap, as the code stored is for an evaporative failure.

You won't have to buy a new car for this to happen. I've seen this in testing mode right now and here's a picture of the screen shot from it. Expect a device to become available in the next 2 years that will do all this for you. We'll be one of the first shops to have it.



Many Talk It, She *Does* It

Every business talks about personal, caring service, but very few really deliver.

One of our customers, Marty R., was talking about this recently. He described walking into a large room full of employees in another business and no one would look at him, no one talked to him.

He said that we really deliver on caring service. He said that we "really hit the target" when it comes to customer service.

Delta is one of our keys to caring. She loves coming to work and she loves caring for customers.

402-434-6961

www.georgewitt.com

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Car Quiz

1. T or F—As cars get older, their gas mileage drops off.
2. T or F—Keeping your car waxed protects the paint from fading.
3. T or F—Using clear nail polish as a “touch up” paint can prevent rust from forming in rock chips in the finish.
4. T or F—Getting the undercarriage wash at the drive-thru car wash can help prevent rust damage.

Answers to Quiz

1. False—In a properly maintained car, the mileage never really changes with the age of the car. The fuel used can temporarily affect the mileage. Age doesn't make any difference.

This is the reason to always do a quick check on mileage when filling up. If the mileage falls off substantially, there's something wrong. Best to get it checked, your car is talking to you.

2. False—Modern finishes have a clear top coat, so fading isn't the issue is used to be. I just carefully read a 400-page owner's manual and found no advice on caring for paint or for waxing it.

Don't toss the turtle wax just yet, as it is an effective polish that can remove light surface scratches. Wax also protects paint from acidic deposits (insert birds or splattered bugs here). Get the lemon wax at the car wash to save your arm and get some protection.

3. True—It's nothing more than clear lacquer. Dries fast, shines well, protects just fine. Most women are experts at applying it. If not, stop by any nail salon, ask for a fill.... ☺

4. True—Over the years, the cars we've seen with the least body and undercarriage rust have been cars that were kept clean and washed once a week. Our humid Nebraska air, combined with the salt on the streets, keeps dirt and salt buildups damp and corrosive.

Removing these accumulations reduces the chance of rust and better preserves the paint from environmental damage.

Ignition Switch Deaths?

Wondering how an ignition switch failure can result in a death? When the switch fails, it can cause an “open circuit”, which is the same as turning off the key. Since the car is “off”, it has no functioning air bags, antilock brakes or rock and roll music.

If your car engine ever stalls for no apparent reason, look to see if the dash warning lights have come on. The oil and battery lights should come on in a normal engine stall situation. If there are no lights, it's likely to be an ignition switch failure or other electrical problem. Don't continue to drive like this, it really can kill you. Reporting these details can help get your car fixed right.

Spring Car Care Start to Finish

Start trouble this way—To put unsightly scuff marks and scratches into the paint of your car, simply set things on it. Purses, briefcases, boxes, grocery sacks all work fine. A light coating of dust or dirt helps provide the grit that really sands the marks in when objects are slid on the surface. If you've ever wondered where all those little scratches came from, this is the answer.



Restore the finish this way—

Some car wax or polish and a soft cotton tee shirt are perfect tools. Put wax on a clean surface and use the tee shirt to rub in all different directions as you polish the ugly right out. The photo at left is damage from an uninsured fence post. The white marks are dead paint that has rubbed off onto the live paint of the bumper. Wax and polish lift dead paint right off. This ugly mark is pretty easy to be rid off. 80% of the visible scratches will polish right off.

Wax will also remove scratches from clear plastic dash lenses, watch crystals and is an excellent cleaner for other dirty plastics, like control buttons. Use it sparingly, you don't need to pour it on.

Nothing Left

Left turns are a high cause of accidents. A feeling of urgency can cause drivers to make bad decisions on when to go. Clear vision is often obstructed by traffic.

Now, consider the ramifications of an ignition switch failure as you turn left and the car dies with traffic coming right at you. This is creepy. Do your best to avoid left turns. Stop a little short in the intersection so you can accelerate straight ahead before turning the wheel. Build a little momentum first and you can coast through the turn if the car quits.

Money Management

It's easy to get wrapped up in getting shiny new things, but the overall cost should be considered as part of the process. Where else would you rather have the money?

Jason W. understands that great money strategy is to buy a nice car, take care of it and keep it a long time. Money experts all agree on this.

Jason and his entire family have been great customers for decades. He now has 271,000 on his 1997 Civic, about twice the miles that the average car is supposed to last.

Over the LAST 111,000 miles, his expenses with us have been a measly 3 cents a mile!

It's been estimated that it costs an average of 45 cents a mile to buy a car and trade it every 5 years. 45 minus 3 = 42 cents a mile for 111,000 miles makes \$46,620 that he *didn't* spend.

Our mission is to save you money by keeping your car reliable for you for a long time. We're not talking pocket change, either.

Ready, Fire, Aim?

We've had some seriously expensive repairs pop up on recently purchased vehicles. "But it was always a great car" and "It was serviced perfectly". That may be, but stuff still breaks.

If you're selling a car to a friend or relative, have us inspect it first. That way you are in the clear if problems develop. Likewise, never buy one from anyone without our checkover first.

Finally, if a vehicle you already have needs significant repairs, get an additional inspection done to be certain it's "worth fixing".

Flat Tire Sealer?

Stuff in a can that fixes leaks and inflates the tire sounds good, but there's a cost. Some of these put gooey stuff into the tire that can't be cleaned out economically. The tire is ruined and the tire pressure sensor may be damaged, as well. If you're in the middle of somewhere you'd rather not be, go ahead, your life is worth far more than the cost of a tire. Just know what you're doing before you do it. Page 4 shows a tire inflator machine you can keep with you.

"How to buy a car" class

Tuesday, April 29th, 5:30 to 7pm. Open to anyone, call for a seat, limited space. Free pizza, bring your friends. Learn how to pick one, how to deal, when is the best time and when to say no.

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 5/30/14. Void for Bitcoins.

Help Needed \$80 an hour!

We need online reviews to help our marketing efforts. Until July 1 we'll draw 5 reviews a month out of all those posted and award each \$20 coupons. 15 minutes work for \$20 is \$80/hour. We only get a review a month. Your odds of winning are excellent. Show us the review. Google, yahoo, yelp, all good.

"Better"

Oil Change Service

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 6/30/14. 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.

\$43.50+ Tax
Parts & labor incl.

"Best"

Oil Change Service

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 6/30/14. **Good only with Coupon** We regret that we don't have extra charges to tack on, like environmental fees, shop supplies charges, hazardous waste fees, but a pop and pizza charge is possible.

\$75.50+ Tax
Parts & labor incl.

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 5/30/14.

Free Spring Inspection!

Measure tire tread depth, check tire age and tire rating. Inspect wiper blades, belts and hoses, lights and fluid levels. Air tires up with Spring air. Spring rains are new hazard. Ends 5/30/14

The condition of your tires is very important when driving in the rain.

Low Tire? How About a Portable Air Compressor?

Think you have a low tire? This system lets you hook up the air hose, read the gauge, then hit a button to inflate the tire. It's magic. Never again sweat a low tire. It's the size of a kid's lunchbox and plugs into a lighter socket. List \$59.95, on sale for **only \$39.95**. +tax. Offer ends 5/30/14.



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 5/30/14



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"
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All Electronic, All Yours, in Color

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



Make friends with your car class

A special class for women. Learn what's under the hood and under the car. You'll find out what fluids can be low and which ones cause problems. You'll be taught when to stop where you are and when you can drive further without harm.

Finally, you'll learn how to change a tire if you have to. There's not always a cell phone signal or a service truck available. Class is free and available to anyone with a Honda or Toyota product. **Sat. May 17th, 8:30 to 11:30am.** Call to reserve a spot, space is limited.

We sell peace and quiet while you wait— and a dozen current magazines, wifi, free Twinkies, fresh fruit and free pop. We offer the nicest place in town to wait. It's the "fortress of solitude" for those who'd like some peace and quiet. Call for appointment for fast service.

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