

George Witt Service

Honda/Acura/Toyota/Lexus/Scion Only



NEWSLETTER



“Empowering People to Love Their Cars”

September 2013

Page 1

Drive a Millionaire's Car

People who are successful financially regard a “status symbol car” to be one that's paid for and not depreciating rapidly every day.

Mike D. has been bringing his '93 Accord to us since it was new. He's very regular with maintenance and the car has responded by being very easy on his pocket-book. He recently said, “Everyone is encouraging me to trade it in, but it's still good. Why trade? I'm keeping it.”

As an interesting comparison, we just checked the KBB.com site for “5-year cost to own” an Accord. The answer was \$32,240! Over 20 years (the age of Mike's car), the expense to buy a new Accord and trade it every 5 years will cost you \$128,960.

Trade your payment book for a brokerage account. When your car is paid off, make the same payments to a brokerage account and keep the money for yourself.

Mike, just send us a heartfelt thank you, hand-written on the back of a Swiss bank note. ©

Fixing it Yourself

Brian W. and his family have been great customers. Brian is very meticulous and sometimes enjoys working on his car. He'd read online forums regarding deposit buildups inside V6 Acura CLs and wanted to take his upper engine apart to check. We printed the pages of the factory service manual for him. He brought in the parts, heavily encrusted, for us to inspect. Sal helped him through parts of this. He recently updated us:

“Pam and me just got from Chicago for the long weekend. Drove the CL, performed flawless, passed BMW's and even a 911, got 28 mpg and used two drops of oil. Oh yeah, it has 130,000 miles on the clock.”

The most exacting customers love bringing their car to us. In the event you believe you'd enjoy the satisfaction of a Do-It-Yourself project, we're happy to help. Our premium motor oil will keep those deposits away.

Old Car Woes

A guy with an old Civic wanted me to take a ride with him for advice on transmission concerns. He'd had the transmission flushed to try to fix it, but it was the same. The AC also wasn't working very well and he said that he used to bring his car to us, but now that it's older, he can't afford to bring it in, anymore.

I replied that he couldn't afford NOT to bring it to us. The transmission was normal, he didn't even need to have it flushed and the only thing wrong with the AC was a hot water valve out of adjustment. We know these cars and we can fix stuff with ease that most shops find are a struggle. It simply costs less to take your car to an honest expert.

Card-Carrying Expert

You've seen Sal's yellow Mustang hot rod here at the shop and his passion for detail is obvious.

He's won many trophies and awards in car shows. Now, he has achieved the designation of Certified Judge for Mustang Club of America. Sal is the guy you want inspecting your Camry. His work is exemplary.

If the Environment Matters

If you try to do your part to be a responsible steward of our environment, you're probably loading things up to transport them to recycling stations.

We've won a number of Environmental Awards for our efforts and we're really big on recycling. When you bring your car in for service, save a trip and bring your recycling here. We'll take care of it for you. Bringing your car to us for service helps preserve our planet.



402-434-6961

www.georgewitt.com

(800) 336-5204

Car Quiz

1. T or F—It's not a good idea to put E15 unleaded fuel with ethanol into your car.
2. T or F—When proposed repair costs exceed the retail value of your car, it's time to trade it off.
3. T or F—The State of California is proposing a ban on "wallet flushing".
4. T or F—It's best to not fall behind the schedule of flushing the power steering system.

Answers to Quiz

1. True—Federal regulators are pushing to increase the amount of ethanol in our fuels above the current 10% (E10). The problem is that the auto makers haven't put this into their design standards.... ☺ Neither Honda nor Toyota products have been designed to run any mixture stronger than 10% ethanol. Both warn against it.



2. False—There are a lot more considerations than the cost of "the list" of needed repairs and maintenance. Most older cars that we see for the first time do need a lot of work, but that's just to get them in shape.

Part of our procedure for performing vehicle inspections involves an assessment of whether the repairs are a viable option for the vehicle. Some are worth fixing, others are better sent away.

We're very good at giving you great information that enables you to make sound decisions regarding your own transportation. Nothing worse than getting rid of a sound used car that needs some work and replacing it with a newer used car that needs more work and has had poor care.

3. True—As funny as it sounds, "wallet flushing" has caught on as a term in the auto service business and it means flushing money out of people's wallets by changing automotive fluids "as needed maintenance", when the fluid is fine as it is.

I've warned and talked about this for years. The color, smell or appearance of a fluid is not necessarily a good indication of its condition. Insist on a financial justification or something in print from the car maker.

We're constantly evaluating failures and wear, to determine what is the *Overall Least Cost* (OLC) method to maintain and operate a car you can depend on. Never allow any fluid to be put in your car that is not the factory brand for your car.

4. False—Actually True. This is a raise-your-grade question. There is no schedule for power steering system flush and we can show you articles from both Honda and Toyota warning against doing it at all.

This is a wallet-flush if there ever was one. Ask yourself—Are there any symptoms? Any noise? Any lack of power assist? Changing the fluid is only done if the pump disintegrates. Otherwise, make friends with your fluid—it's a lifer for you. ☺ Shops who recommend fluid flushes like this are not your friend.

More on the Jetson's Cars

Both Honda and Toyota have interactive cruise controls that use lasers to help maintain safe intervals and sense impending collisions. They can apply the brakes when you don't pay attention, if necessary.

Honda is now experimenting with sensors that can detect motorcycles and pedestrians that are not yet in sight, like around corners or behind parked cars....

The system senses microchips that can be implanted in motorcycles and cell phones during production. Everyone carries one and it beats putting a chip in your neck.

Extended Warranty Offers

Are being mailed out like crazy and they look like an official notice of doom from car makers.



They're usually from private, highly profitable companies. They promise "you'll never have to pay for repairs again!". Oh, yeah and they'll still respect you in the morning. ☺ Shredded, these offers make great bedding for hamsters. Keep your money.

Transportation Expertise

Keep it or trade it? Recent changes in life—divorce, birth, death, retirement, winning the lottery...

If you're suddenly faced with decisions regarding transportation expenses, call and make an appointment for a consultation with an expert.

There's no charge to our customers and we don't have anything to sell. We can help you make great decisions. We're always your friend. Now, about that lottery.

Honda Oil Consumption Class Action

A web search for that phrase will bring up a lot of interesting reading. I think that part of this is an issue I've been educating you on for years.

In order to get better mileage and more power, the pistons are now a much tighter fit in the cylinder block. At the same time, very thin piston rings with low tensile strength are being used. Benefit—far less drag and friction.

I've also said oil doesn't just lubricate, it cools. A 5W30 oil is too thick to reach into tight places and cool rings and pistons. This is one of the main reasons that much thinner 5W20 and now, 0W20 oils are used. They can reach in and cool. The problem is, these oils are far more expensive. Too many places are still using cheap

oil which won't do the job. Overheated rings lead to oil consumption and they don't "un-heat".

Voila! It looks like a car problem and much of my own research reveals it's more likely to be an oil problem. Our own fleet of customers has been using better oils and we're seeing cleaner engines and far fewer needed engine repairs and oil leaks.

We keep you ahead of the Industry and protect your investment. Cheap oil costs more to use.

Where Would You Rather Be?

Dealers and quick lubs will all perform oil changes while you wait. Would you rather be stuffed together in a high traffic area in stiff chairs with a bunch of other people, or in a quiet, calm, relaxing place with great coffee, free ice cream bars, free wifi and a dozen current magazines to read? That's what we thought....



Call and set up an appointment for quick service while you wait. Maybe by then we'll have our new person on staff who gives back rubs and foot massages. Or maybe not. ☺

Quick Safety Tips

◆When stopping for traffic, always be sure that you can see pavement behind the rear wheels of the car in front of you. This enables you to simply turn your wheels sharply and hit the gas to get around it for an escape. A common assault technique is to bump you from behind or block you in to prevent escape.

◆Always be looking for a way out when stopped. You've got to look at something...

◆Your car can easily motor right over most curbs or medians if you approach them from a 45 degree angle and drive forward slowly. Go down the sidewalk or over a median if necessary.

◆Lock your car doors when putting gas in your car. Thieves are driving up close to cars and crouching down low to open unlocked doors and steal purses and valuables while distracted motorists are watching the pump. It's still going to rack up the bucks if you don't watch, people. ☺

◆When walking to your car, have your keys in your hand and look around. Walk erect and alert. Don't look down and don't be using a smart phone. Distracted people are easy targets. Don't be a target.

◆Hitting your remote to help find your car in a parking lot or parking garage is a great idea. Just use the "lock" command to do it. Unlocking your vehicle when you're away from it isn't very bright.

◆If you have automatic lock/unlock, learn when it will unlock. No point inviting in a street gang.

How to Buy a Car Class—A special class on how to select a car that will make you happy and how to level the playing field at a dealership. In fact, we can sometimes tip the field far into your favor. Open to anyone, bring your friends, FREE PIZZA! Call for a seat, class size is limited and free. Tues. Oct. 8th 5:30-7pm.

Learn the Secrets of Hyper-miling Class—Perfect for Prius or other hybrid owners. Any car can get better fuel mileage if you learn how to drive to get it. Open to anyone, bring your friends, FREE PIZZA. Call for a seat. Thurs. Oct. 10th 5:30 to 7pm.

Oil Leak Business Dries Up!

Using our premium motor oils for extended drain intervals has really reduced oil leaks. We're hardly selling any oil seals and oil gaskets compared to our sales histories.

We also have fewer neglected service visits with the twice a year interval. The benefits are easy to see.

"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 11/27/13. For best protection, change the oil when the monitor reads "20% oil life remaining".

This is a premium rated conventional oil that exceeds standards that most oils don't even meet. 3 of these oil changes annually are the same price as 4 cheap changes. You save one trip a year and get better protection.

"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 11/27/13. **Good only with Coupon**

Enjoyment of this Newsletter should be done with caution if you have high blood pressure or any heart condition. Should intense joy continue for more than 4 hours, seek to share it with friends. Please read responsibly.

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 11/27/13.

Cash Discount!!

3% Discount when you pay with cash or a paper check.

AC Business Cools Off

The refinements we've made to AC servicing procedures has drastically cut compressor failures. Don't get hot under the collar.



Use your smartphone to track your vehicle maintenance, send yourself service reminders and even make appointments using our George Witt Service App. Go to the Android or Apple App store, search for "George Witt Service". It's a free download. Use technology to make your life easier. Smartphones aren't just for texting any more.

Save Trees—Go Paperless!

We can send your repair invoice to you electronically when your car is done. Faster notification, easier to keep your records straight, fewer clogged gloveboxes.

We can also send your Newsletter electronically. You get it faster, cleaner and in color (Woo).

Get service reminders electronically, as well.

We have forms at the shop. Sign up, tell us what you want on paper and what you don't.

Toll-free nationwide
(800) 336-5204

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

© Becky Witt 2013 All Rights Reserved

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



No "Anti-Aging" Creams?

We get a lot of questions about when timing belts should be replaced. Around 90 to 100,000 miles is common knowledge, but 6-7 years is the age limit, *regardless of miles*. Rubber gets old and even though it may look good, there is a limit. There're no warning signs, just replace it based on miles OR age, whichever comes first. We can advise you on your own model.

50 Wittbucks!

Good for timing belt replacement. We do it right and use Genuine Honda or Toyota brand timing belts. We also replace the water pump and all external drive belts with our Timing belt packages. Other repairs may be needed after disassembly and inspection. Expires 10/31/13.

May not be combined with any other Wittbucks offer. Pick your best one and go with it.

E-Mail: service@georgewitt.com



Our Technology Saves You Money

We're nationally recognized as industry experts in motor oils and repair shop management. We constantly research better ways to lower the cost of maintaining a car and extending it's useful life.

We don't just learn *what* parts wear out, we research *why*. We explore and develop strategies to reduce or prevent this wear.

You bought a Honda/Toyota/Acura/Lexus product for it's lasting value. Why take it anywhere else?

Pickup and Delivery? We can pick up your car, service it and deliver it back to you again. If you're just too busy to bring it to us, call us for details.

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