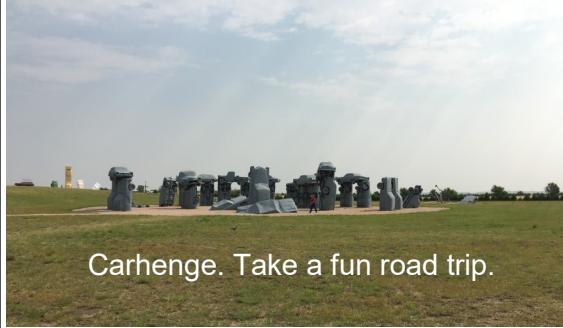


# GEORGE WITT SERVICE

"Your Hometown Honda and Toyota Specialists"



(including Acura, Lexus and Scion)

## Newsletter

Celebrating 22 years in business

### Fall 2017

#### We need your email address

We've switched over to paperless communication for our customers. Be sure to give us your email address, phone for text and phone carrier.

We promise no spam, no sharing. We'll use it for important service reminders and to send you this very cool Newsletter. Thank you. We're a Zero Waste business and this is important conservation.



#### Concrete Dust

This is a common sight during construction season. It's also an engine killer.

This very fine white dust can get through a cheap engine air filter and grind up the piston

rings, ruining the engine. This is why we always install only Genuine factory quality air filters to protect your investment. We help your car last.

#### Self Driving Cars

I recently attended an "invitation event" for auto industry leaders in Detroit. It was presented by the people who also train the trainers for auto makers.

There's a conflict within auto manufacturers between the marketing department and the legal people. Marketing wants to call these "safety features", while the legals want it referred to as "advanced driver assistance".

Right now, the reality is that it's more like having a "highly attentive passenger" who can alert you to situations that arise. The driver can choose to ignore the warnings (sound familiar?) and the passenger (your car) can get mad and shut up. The

### Page 1

system can then get the driver's attention by turning off the cruise control. Sorry, I got distracted, officer, I was arguing with my car. ☺

Right now, these systems are new and require more learning on the part of the operator to understand how they work and the limitations of each. The best thing we can all do is pay attention.

#### Easiest Appointment System Ever

We want to make giving us money the easiest thing in the world. ☺ You can now use our website to make an appointment. We will get everything set up and send you an email reminder 24 hours in advance. Just to be sure, you will also get a text message an hour before.

#### Enjoy our stuff?

Like us on Facebook. We're putting up an interesting article every week. If you enjoy our insightful information and humor, you'll find our page a delightful break from boring kitten videos.

#### Free Financing

A photo ID, a few answers and a few minutes is all you need to apply. We can do it on the spot. You can get a credit card good at our shop any time.

**CarCare ONE**

**NO INTEREST  
IF PAID IN FULL  
WITHIN 6 MONTHS\***  
**ON PURCHASES OF  
\$199 OR MORE**

made with your CarCare ONE® credit card. Interest will be charged to your account from the purchase date if you pay the purchase amount in full within 6 months. If you do not, interest will be charged on the unpaid purchase amount from the purchase date. Depending on purchase amount, promotional purchases may be subject to a minimum monthly payment requirement. Minimum monthly payments required. Credit approval required. Existing cardholders should see their Credit Card Agreement for their applicable terms. Subject to credit approval.

**Apply Today!\***

Make your car happy with the hassle-free card just for your car. Use your card every day for oil changes, tires, and routine maintenance. Plus, use your card to fill up at all U.S. Exxon and Mobil gas stations.

402.434.6961

[www.georgewitt.com](http://www.georgewitt.com)

## Car Quiz

1. T or F—When spark plugs get worn, they cause the engine to run rough. That's how you know when it's time to replace them.
2. T or F—Motor oils labeled "High Mileage" for older cars are made mostly just for marketing. They aren't a good idea, for the most part.
3. T or F—Vehicles with stability control (VSC) can wear the rear brakes more quickly and should get them inspected regularly.
4. T or F—The most important part of buying tires is to get a good price and free rotations.
5. T or F—Replacing 2 tires can set a check engine light.

## Answers to Quiz

1. False. Running the plug too long increases the load on the ignition system until finally, it all quits and you need a tow truck.

Spark plugs are designed to last a certain number of miles and that dictates the replacement interval. Some will last 30,000 miles and others will go 105,000 miles.

This very simple form of preventive maintenance involves only tracking miles. Plugs have no watches, so they don't know time and they never get wrinkles which might reveal their age. Lucky plugs.

New spark plugs have a very precise gap for the spark to jump. As the plug wears over time, the gap increases. You can see a large difference in the gap between the new spark plug on the left and the severely worn one on the right. You won't notice any change in engine performance, as the ignition system simply produces more spark to handle the job.



It's the additional work to produce more spark that results in failure and expensive repairs.

2. True. They are often slightly thicker oils to reduce oil consumption. But being thicker impedes other important work the oil has to do, so that's a bad thing. They might also have additives to swell the seals to reduce leakage. This can actually adversely affect healthy seals.

The motor oils that we are currently using are capable of keeping your engine parts, including seals and gaskets, working just like new for many hun-

dreds of thousands of miles. A well maintained engine doesn't need special products based on age.

3. True. VSC corrects the rear from skidding out of control by applying individual brakes. This can increase rear brake wear substantially.

All this means is that brake wear is no longer linear. Sliding around on wet pavement or ice might mean that the rears are applied more often.

Brake inspections at 7,500 miles or ***once a year regardless of miles*** are a very important part of properly maintaining a car and avoiding expensive repairs. This is sensible basic maintenance.

4. False. The most important part of buying tires is getting a tire that fits your own needs. Seeing a wide variety of tires and having the features of each explained in simple terms you can understand is a key part of this. A person who drives a lot of highway will appreciate tires that are smooth and quiet. This is nothing like the person whose job is to drive the snow plow. Their main concern is only about traction on ice and snow, so they can get to work.

We have had a lot of training and experience driving different tires in many conditions. We use our expertise to help you select the tire that truly fits your own unique needs.

5. True. Wheel speed sensors used for anti-lock brakes or stability control rely on all 4 tires being the same diameter. Different age tires, even the same brand, will not have the same diameter due to wear. When the computer senses this conflict, it shuts off the system and turns on a warning light.

In addition, there is now a difference in grip between the front and the rear of the car. This can cause loss of control or a spin out. Think of wearing a good gripping walking shoe on one foot and a leather soled dress shoe on the other. Now go try to play basketball without spraining something. Got it.

## Bicycles

There have been too many bicyclists killed this year. Bikes have the same rights to the road as cars. Cars must give bikes 3 feet clearance when passing them. Please watch for bikes, especially at crosswalks and intersections.



## Free Tire Rotation

The basic building block of every maintenance is to inspect the brakes. To do this, we remove the wheels. There is no extra charge for this. We don't care where we put the wheels back on, so we rotate them. There is no charge for this, either. (next page)

We've been giving free tire rotations for over 20 years.

## Our Maintenance Operations

**Minor Maintenance.** This is done at 7,500 mile intervals and again at 22,500 miles. We inspect steering, suspension, brakes, fuel lines, power steering hoses, cooling system, clean out the dirt that has collected on the rear wheels, precision balance the tires going to the front and a FREE road test before and after. Benefits—prevents expensive problems with the brakes, such as wearing them to the metal. Also greatly extends tire wear, spots problems with vehicle alignment that may affect tire wear. Precision tire balance means a nice, smooth ride like a new car. Road test ensures that the brakes, steering, transmission and all other systems are working properly.

**Middle Maintenance.** This involves everything done on a minor maintenance PLUS replacement of the cabin air filter inside the dash. We also add a bottle of fuel injector cleaner and carbon remover. Performed at 15,000 and 45,000 miles.

**Major Maintenance.** This is done every 3 years or 30,000 miles and includes everything on the other maintenances PLUS, replacement of many fluids and other things. Each vehicle has specific needs at certain miles. We use the factory schedules for these services. This is a Spa Day for your car.

Since we use factory specified parts and fluids, many operations have extended service intervals now and this reduces costs and downtime.

We're here to save you time and money.

## Safety Tips

**Avoid Road Rage**—Don't make people mad. This sounds silly, but when you encounter aggressive drivers, let them go around you. Pull over if you have to and let them pick on someone else. Don't block traffic on 4 lane roads by going the same speed as the car beside you. Speed up or slow down to allow faster cars to pass, even if you're already doing the speed limit. Give faster cars a chance to go past you and endanger those in front of you.

**Assume the worst**—Always act as if another car will be running a red light to hit you. Green doesn't mean go, it means now you can start looking to see if it's safe to proceed.

Cars approaching from side streets may not stop at stop signs. Cover the brake (that means put your foot right over the pedal in anticipation)

when other cars come from side streets.

**Don't make passengers nervous**—If your driving makes those in the car with you anxious, it's time to tone it down. Don't tail gate, don't press traffic lights, don't drive 90 in school zones. You get the idea. When your passenger's foot keeps hitting the floor like they're searching for the brake, try using the pedal you have on your side.

## Apollo Club

The average distance from the Earth to the Moon is about 240,000 miles.

To celebrate keeping your car a long time, we've decided to recognize those who



have driven "to the moon" (240,000 miles) with membership in our Apollo Club. Also, figuring the average car may get driven 12,000 miles a year, it's appropriate that any car you can get to last 20 years should get the same impressive benefits. Get your car's picture posted in our club. We'll help you get there.

## Comprehensive Inspection \$45 Keep it, trade it or fix it & love it?

Decisions are made based on available information. The more accurate the information, the better the decision. Many cars can be made like new for less than the cost of taxes and plates on a new one.

Our inspection process is designed to give you what you need to decide what's best for you.. Get the whole picture and use financing if you wish. Offer ends 12/31/17

## 25 Wittbucks!

It's right on the front of our website. Go to [www.georgewitt.com](http://www.georgewitt.com) and print it. Or just mention it. There are some conditions, we won't just fork over cash.

Expires 12/31/17. It's \$25 off regular priced labor in excess of \$150. No, you won't be required to say "race car" backwards, unless you pay by check or cash. That's silly.

Did you also know that women who are a few pounds overweight actually live longer than those who mention it to them?

## 3% Cash Discount Coupon

Simply present this coupon for a 3% discount when you pay by cash (U.S. currency) or paper check. Offer ends 12/31/17. This is a coupon promotion and is not automatic when you pay. In addition, you must be able to correctly pronounce "race car" backwards. Ends 12/31/17.

## Free Loaner Cars?

We used to provide free rides to work. This meant having an extra person on the payroll to do that, which was an enormous expense. There was also the issue of customers far apart needing rides at the same time.

We now have some very nice cars to loan when you drop your car off for scheduled service. Let us know when you make your appointment and you can drive a Witt car for the day *if one is available*. We only ask that you put gas in them. Small price, great convenience.



## Oil Change 3 mo/3,000?

That's as outdated as using paper road maps for travel, having to buy each state's map for navigation.

Get into the future with our special extended service motor oils. They protect your engine up to a year. Reduce repairs and save time and money.

You may only need to see us once a year!



7am-5pm Mon-Thurs & Fri 7am– noon

© George Witt Service, Inc. 2017, All Rights Reserved

**402-434-6961**

2016 Zero Waste Business Award  
Nebr. Recycling Council



## Passionate about the Earth?

So are we. We worked for many years to finally achieve the pinnacle of sustainability in business. We were recognized with the Zero Waste Business Award, the highest honor which can be bestowed by the Nebraska Recycling Council.

Use of our extended service motor oil has diverted over 3,500 quarts of oil from the waste stream **every year**.

In addition, this means your car needs service less than half as often, saving you precious time from your busy schedule.

Save your car, save the Earth. Why do we do this? Because it's the right thing to do.

## Upcoming classes

### How to get your car fixed right without getting your wallet flushed

Tuesday, Oct. 10th 6-7:30pm

Open to anyone, with any make of car.

### How to buy a car—Thurs. Oct 12 6-7:30pm

Open to anyone with any make of car.

Space is limited and free food will be served. There is no cost for these classes and you may bring a friend. **Please call ahead to reserve a seat.**

Presentations are available for groups or meetings. Call to discuss details.

E-Mail: [service@georgewitt.com](mailto:service@georgewitt.com)



## Women's Car Class Make Friends With Your Car

**Wednesday, October 18th, 6 to 8pm**

**Saturday, October 21st (Not a game day) 9-11am**

This very popular class will help you better understand how your car works. This understanding can help you greatly reduce car expenses and avoid trouble on the road. The class gets rave reviews.

Open to anyone with a Honda, Toyota, Acura or Lexus. Bring all your friends. Cost is only \$20 per person, donated to the Food Bank.

Attendance is limited, call to reserve a seat.

## How we provide ultra quality

No business will ever have happy customers until they first have happy workers.

This is one of the reasons we close Fridays at noon. We want our team members to be able to have a nice 2 and a half day weekend. Quality time with family is a key to happiness

We keep your car in top condition, which almost completely eliminates tow-ins. We help you keep the car you love. *You don't need us on Saturdays.*

**Quick convenience tip:** When you call to schedule an oil change or service work, have the miles on your car (odometer reading) handy. It helps us advise you on what the car needs, or if it even needs anything at all.