

George Witt Service

Honda/Acura/Toyota/Lexus/Scion Specialists

Also servicing Subaru, Nissan, Mazda and Hyundai



Newsletter



“For Special People Who Love Their Cars”

November 2014

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Woman Nearly Killed Over Great Deal!

Last winter a woman came in and said she was sliding all over the place on the ice and had bumped a curb. She said our last inspection showed her tires to be OK. Clearly, they weren't. Why did we miss that?

After checking her tread depth, it was actually within range. Her son had taken her car for tires and got her a great deal. The tires just weren't made for ice. This happens all the time. There are 10 different aspects to a tire—grip on ice, grip in snow, dry pavement handling, wet pavement handling, noise when rolling, smoothness of ride, tread wear, high speed handling, resistance to heat, rolling resistance (fuel mileage) and, oh yes, price.

This is why we ask a lot of questions about what you want the tires to do for you. What things are most important? Is it a city only car, does it drive a lot of highway? We do our best to actually fit the tires to your needs. Price is the last thing. If they don't make you happy, it doesn't matter what they cost. ☺

Oh Deer—Strategies to Save You

Shorter days, cold weather, hunting season and harvest all combine to increase the odds of a collision with a deer. Watch the deer crossing signs, the deer don't always punch the “walk” button to activate the flashing lights. You really can't see them until it's too late. Here's a few tips—

- ◆ Slow down in deer crossing areas. The signs are there because the deer cross there.
- ◆ Sunrise and sunset are the most likely times to hit a deer. Travel in daylight when possible.
- ◆ Harvest equipment scares them, be extra alert then.
- ◆ Where there's one, there's a whole flock of them.
- ◆ Don't swerve to avoid hitting a deer. You risk a rollover accident or hitting oncoming traffic. That's where a lot of those really cool skid marks come from.
- ◆ Finally, if you do hit one, make sure you're not leaking any fluids before you drive away.

Peekaboo!

You'd never dream of driving around with someone in the back seat reaching up and covering your eyes for a few seconds at a time and yelling Peekaboo!

That would be crazy. Yet, many drivers check text messages frequently. Their eyes are off the road for at least 3 seconds at a time.

At 65 mph, a car travels 100 yards in 3 seconds, the length of a football field. It's too easy to get caught up in those messages. Parents, set a good example for your kids and leave the phones alone when driving.

Studies have shown that even the hands-free systems in many new cars are no safer than hand-held. Distracted is still not paying attention. Don't do peekaboo.

Takata Air Bag Recall Info

On our new website, we have a link to a list of cars that are affected by this recall, under the “blog” tab. The problem occurs in areas of very high heat and high humidity. We don't have that. ☺ See www.georgewitt.com for more details.

How to break an arm:

Holding the steering wheel at 10 and 2 like this is a good way to get your arms or hands broken.

You don't need that. Put them down to about 9 and 3 o'clock. That keeps your hands and arms out of the

way of the air bag when it blows. Also, shuffle the wheel on turns. Don't cross your hands over in front of you.

Seat belts also keep you from being more injured if the bag does deploy. Always fasten your belt.

New weight sensors in the seats tell the system how much force to use, in case of light passengers. A light person in the passenger's front seat may confuse the system as their weight shifts. Watch for this if you get a warning light on. Make them sit back, sit up and fly right.



402.434.6961

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Car Quiz

1. T or F—The best value in a tire is the one with the best treadwear guarantee. (most miles)
2. T or F—Unless you're going to drive very fast, tire speed ratings are not a big deal.
3. T or F—Crushed rock or gravel surfaces drastically reduce the life of a tire.
4. T or F—Looking at the tread pattern of a tire is not a good way to judge how well it will grip in snow and ice.

Answers to Quiz

1. False—It seems some tire companies greatly exaggerate tire wear expectancy. We have a great deal of experience selling a wide variety of tires and there often seems to be nothing meaningful to be gained by comparing treadwear "guarantees" between companies. One company may claim "80,000 miles", when it's obvious to us that it won't see 50,000.

We never really mention this number when showing tires. It doesn't seem to have a lot of basis in reality. Use it to compare 2 models from the same company.

2. False—Many in the tire business don't even understand "speed" ratings. The faster a car travels, the more force is trying to pull the tire apart. So, a tire with a higher speed rating has to have tougher sidewall and tread construction. It also has to stop and handle better than the lower rated tire.

Rather than "speed" rating, it should really be called a "performance" rating. Putting a lower performance-rated tire on a car is like pulling good athletic shoes off an athlete and making them wear a cheap shoe with slick soles. It totally changes how they stop, turn and accelerate. Same with a car. Don't fall for a cheap deal.

3. True—Does it ever! I once saw a car with front tires that looked like they'd been attacked by a person with a hatchet. The tread was all cut up. The alley to their garage was crushed granite and the driver had a lead foot.

Gravel is rough, with many sharp edges. Take it easy when accelerating from a stop when there's piles of gravel in the road.

4. True—It used to be that lots of wide grooves in the tread made a snow tire work. Looking at this tire closely, you can see bands of grit built into the rubber. This tire brings its own grit to an icy surface. This tire will work great in snow and ice.



We've driven a lot of different tires on wet, icy, snowy and dry pavement. We have great experience to help you select tires that really fit what you want from a tire, performance wise. We're a great place to buy tires!

What Your Car Wants You to Do

Watch the temperature gauge. If it's down here like this after driving for 4 miles, there's a problem.

The engine is not warming up and this is hard on your motor oil, your fuel mileage (and pocketbook) and will soon be on your frozen toes. Your heater won't work very well. Call us, we'll fix it and it doesn't cost much.



What Your Wallet Wants You to Do

Check your fuel mileage at every fill up. It's going to go down a few mpg with the colder weather, that's normal. OK, that's a lot of trouble. After all, you have to haul out your smart phone and do the math and that takes longer than sending a selfie to friends. ☺

Make it simple—reset the trip meter each time you fill up and make it a game to see how many miles you can coax out of the tank, without running on fumes.

Fuel mileage is the health check. Mileage OK, car probably OK. Most repairs cost less when done sooner.

What We Want You to Do

Call us when you need great service. Calling for an appointment helps us promptly provide service and eliminates long waits. We use appointments to enhance work quality and improve your service experience. Let us know if you need a ride and we'll be waiting with a car. We want to earn your business.



Like Us on Facebook



We're posting great information a few times a week on FB. Easy to read, informative and often timely. If you enjoy our informative articles here, be sure to like us on FB and read on. We do have some specials posted once in a while.

Headlights and Dash Lights Flicker?

With shorter days, or longer nights, as it were, you may notice lights flickering when turn signals or brake lights are used. This is normal and is a result of the computer controlling the rate of electrical charge to maximize fuel mileage. It just gets noticed more in the dark.

Are Winter Tires Really Necessary?

Technology has done wonderful things with rubber compounds and tire construction. We've driven some tires that look normal enough, but perform amazingly well in deep snow and on ice.

Unless you are one of the people who drives the city bus and just can't miss work due to weather, we can

probably accomplish your snow driving goals with a good tire that performs as well on ice as on dry pavement. We're well qualified to help select tires.

What's With the New Oils?

Yes, times have changed, oil standards and ratings have changed, so we're leading the way, again.

Here's the deal— **"Good"**, conventional oil is similar to standard 3mo/3,000-mile oils. It's OK for some uses and better than nearly anything else you'll get in conventional oil. It meets basic oil ratings, but is not available in 0W20 weight. We priced it to give you competitive choices.

"Better" is a very high quality synthetic with normal additive packages. It's value is in flowing well when very cold and resisting heat damage. It's outstanding at that. If you load your car, drive hard or drive heavy, this is your motor oil. It won't break down under heat like conventional oil. This is our new offering. Call it a 4mo/4,000-mile oil.

"Best" is the same extremely high quality synthetic oil we've been using. It meets very tough European standards for extended drain intervals. It flows cold and resists heat better than anything.

This oil is ideal for twice a year service in some cases, preventing oil seal leakage, protecting piston rings and helping engines last without developing oil usage issues. Many will say it's a 6mo/8,000-mile rated oil.

Note: Everyone says to follow the carmakers' maintenance schedule for oil changes. The fact is that driving conditions and motor oils vary greatly. We'll give you good information, you decide. We can send your oil in for analysis if you'd like the scientific approach.

Coat Drive

This is the time of year for our annual coat drive. Please bring in coats until the end of the year to provide warmth for those who need it. They'll be greatly appreciated.

Food Bank

This summer we collected 495 lbs. of food for the Lincoln Food Bank. Thank you. We would like to set a goal of 1,000 lbs by the end of the year. Some suggested items that don't often get donated: spices, feminine products, toiletries (soap, toothpaste, deodorant), chocolate (bars, cake or brownie mix), canned meats and jerky (protein is hard to come by), tortilla chips (keep forever, everybody loves them), soup packets and canned fruits (except pineapple—for some reason, a lot of pineapple gets donated). All food welcome.

Bring in 5 Food Bank items, we'll give you \$20 credit toward Wiper Blades.

NOTE: We don't even count the food bank items. Honor system all the way. Ends 12/31/14

Comprehensive Vehicle Inspection \$49.

A very complete inspection to help you decide if you should buy it, keep it, trade it or if it's safe for the kids to drive. You'll get a written report and a prioritized list. Regular price \$75. Special ends 12/13/14.

50 Wittbucks on a Set of Tires!

That's right, 50 smackers off a set of 4 tires. We'll give you information on several tire choices and you can choose what works best for you. Deal is over on 12/13/14. Not good with any other coupons, except the cash discount. Naturally, you can buy things on all the other coupons, but nothing else will drop the price more on this one.

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 paper check. Offer ends 12/31/14. We would prefer that the bills not all have the same serial number, please. We understand it's considered "good luck" in some places, but work with us.

"Good" Conventional Oil Change Service.

\$34.50+ Tax
Parts & labor incl.

A premium 3-month, 3,000-mile conventional motor oil loaded with additional additives that meet the car maker's specifications for 5W20 and 5W30 oil. Not available for 0W20. The inspection list is the same, only the oil is different. Up to 5 quarts. Coupon expires 12/11/14. Regular price \$37.00. Yes, we'll check tire pressure and inflate the tires with our very special premium nitrogen blend, guaranteed to be 78% pure nitrogen. You may take some "to go" in your own container for only a nickel a pound (with coupon).

"Better" Synthetic Oil Service

\$46.50+ 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, this is a high temperature synthetic oil. Ends 12/12/14. For best protection, change the oil when the monitor reads "20% oil life remaining". **No extra charge for 0W20 oil.** Regular \$49. Good only with coupon. Flushing the blinker fluid is not included with this service, but if you think it's a good idea, let us know and we'll see if we can figure something out for you. ☺

"The Best" Premium Synthetic Oil

\$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 12/13/14. **Good only with Coupon**

If you don't bring this coupon, we have them next to the service counter. One other great strategy is to tell us you already gave it to us when you came in. Even better, tell us you put it in the night drop a few nights ago. Pouting is also effective.

George Witt Service 402-434-6961

\$50 off Timing Belt Replacement

Price includes replacement of timing belt and water pump, balance shaft belt if equipped and all external drive belts. Inspection of oil seals and tensioners. Additional parts and labor are extra charge. Sales tax not included.

**No add-on charges* for waste disposal, shop supplies, soft drinks or Twinkies. Shops get paid for their waste oil. Special deal ends 12/13/14. Offer not valid on engines with a timing chain.

Brake Inspection \$19.95*

*If the brakes need repairs and you authorize the work while the wheels are off, the \$19.95 is waived and the inspection is then FREE.

Includes a road test to evaluate braking functions, steering, vibrations and noise. Remove wheels, inspect brake linings, calipers, brake rotors, drums and wheel cylinders (if equipped), brake hoses and lines. Chemical test of brake fluid. This is part of a maintenance. If you need brake repairs during a maintenance, you get 20 bucks off. Ends 12/13/14. We give you a brake.



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

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Newsletter for Owners of Select Asian Cars

George Witt Service, Inc. (Since 1995)
"We help protect you and your transportation investment"
3341 N. 35th St. (2 blocks north of Cornhusker)
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Out of respect for our valued employees and their families—

We will be closed Thanksgiving day and the Friday after Thanksgiving.

We believe that offering the best service starts with having the best employees. We're thankful for that.

Happy Thanksgiving Weekend!

E-Mail: service@georgewitt.com



New Oil Change choices and prices

- 3mo/3,000-mile conventional oil \$34.50
- 4mo/4,000-mile synthetic \$46.50
- 6mo/8,000-mile long life synthetic \$75.50

Coat Drive, Food Bank

**Info on air bag recall
\$50 off a set of tires**

How to properly hit a deer

Our Car Quiz and much more inside.