



George Witt Service

“Your Hometown Honda and Toyota Specialists”

(including Acura, Lexus and Scion)

Newsletter

Celebrating 20 years in business

October 2015

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Oil Changes Once a Year?

If you aren't driving your car very much and it sits a lot, you may not need the engine oil changed more than once a year. What?

We very carefully monitor all vehicle fluids in a constant effort to reduce your operating costs. Our experience with our extended service motor oils is that they may be good for as long as 12 months, if the miles are low.

Our reminder stickers will all have the next service date listed as a year away, with the miles set between 6,000 to 8,000, depending on the car.

The motor oils we use offer the best protection for the money. You get better protection using a better oil and changing it less frequently.

I Need My Car Checked More Often

No, you don't. ☺ Pull the dipstick and check the engine oil level, glance at the various fluid levels and maybe air up the tires. You don't need an oil change to do that. **Call us for a reservation and we can do this for you.**

Because of the products and procedures we use, we haven't seen a failed belt or hose in years.

The coolants we use prevent coolant hose failures and coolant leaks, the oils prevent oil leaks and the processes we use to mount new tires prevent tire pressure losses.

Our Main Product is Peace of Mind

One of our customers said she was on a trip recently and saw a lot of cars by the side of the road. She went on to say that our maintenance program provides her with complete peace, knowing the odds that she'll have car trouble are extremely low and she won't be one of those who's stranded.

She was correct. Our approach is to keep your car reliable and trustworthy for hundreds of thousands of miles. Proper maintenance prevents problems and saves money at the same time.

Winter Hours

Summer is the time for vacation travel and car service. Historically, the 3 months of summer are the busiest times for car service and repairs.

The working conditions are brutal, with long hours working on hot cars without any air conditioning. We've given it everything we have and now, we need to recuperate and slow down a little.

In an effort to get close to a 40 hour work week, we'll be closing at noon on Fridays. If we get busy, we may still work a full day, but if it's a slow week, this gives us the ability to lock the door and fish. ☺

Interest-Free Financing Available

We now offer financing available through Synchrony Bank. Over \$199, you can get 6 months, same as cash. \$750 and over and you're eligible for 12 months, no interest. You only have to make level payments over the finance period. It's easy, call us.

402.434.6961

www.georgewitt.com

Car Quiz

1. T or F—There are over 20 indicator lights in the instrument cluster of a 2014 Accord.
2. T or F—When approaching an unmarked intersection, you must yield to any vehicle entering the intersection on your left.
3. T or F—If my car has an oil leak, I need to check the oil level. Otherwise, it should be good.
4. T or F—Being easy on the accelerator pedal can double the life of your car's tires.
5. T or F—Leaving your little key fob in or near your car for the night can result in a dead car battery.

Answers to Quiz

1. True—According to the owner's manual, there are actually 32 indicator lights and that's just the instrument cluster. For some people, that might be more symbols to learn than reading Egyptian inscriptions.

This might be a good time for each of us to be sure we understand what each light does on our own cars. All lights should be reported when your car goes in for service. This helps us service your car efficiently and prevent problems. For some reason, the "maintenance required" light and the "check engine" light are common to misunderstand or mistake for each other.

2. False—You must yield to the vehicle *to your right*. But, hey, if they're not slowing down, yield to anyone coming into an intersection. When driving in residential areas, it's wise to assume that some traffic is coming at each intersection and they're flying along nicely.

3. False—Balderdash and poppycock! Oil leaks don't often leak enough to cause low oil levels. Nearly all engines consume some oil as they run. The industry standard for oil consumption is a quart or less every thousand miles. This means an engine may use 3 quarts in 3,000 miles and still be considered "normal oil consumption".

So, please just pull the dipstick out once a month or so and make sure the oil level is good or call us and we'll do it for you.

4. True—In a front-wheel-drive car, 100% of the force of acceleration is on the front tires. Being easy on the accelerator cuts tire wear substantially. Watching far ahead and getting off the gas also saves brake pads AND tire wear. There're a lot of



benefits to Zen driving.

5. True—In a keyless system, the fob communicates with the car. Presence of the fob keeps the car's computer active, because it thinks you're there.

If you can activate the panic feature from your house to your attached garage, you might be close enough to your car to drain your battery. Oh, my.

We've "repaired" several of these recently. ☺

More Kaizen or Cost Accounting?

Cost Accounting is a study of the steps in a process in order to find steps that add cost, but not value. One example is scheduling work. If we're overly concerned about not getting every car done each day, we'll probably under-schedule and run out of work early as a precaution. This means productive time is lost and costs are higher as a percentage of revenue.

Using loaner cars for scheduled maintenance eliminates this concern, since customers have a car to drive (ours) whether theirs gets finished or not.

It's impossible to know what we'll find or who will say yes to those repairs each day. This makes scheduling a real guessing game. We gotta work on something at 4 in the afternoon. ☺

Surprisingly, we do seem to finish most jobs by the end of the day. This system has been a real joy and has enabled us to *lower our labor prices on many repairs by as much as 20%*.

Running Out of Gas?

One of the first things learned by a novice car driver is the importance of putting gas in a car. You get stranded if you don't.

So, why do so many industry experts insist on leaving a battery in a car "until it fails testing"? They've obviously never been stranded on a hot day with kids in the car and ice cream melting in paper grocery bags. ☺

Batteries begin to lose capacity every single day, starting with the first day of service. Unlike tires, which can be measured and the useful life reasonably projected, batteries can fail suddenly without warning.

In Lincoln, Nebraska, our data shows that battery failures begin to ramp up dramatically at 39 to 42 months of service. This is why we recommend battery replacement every 36 months, as a maintenance item. Saves money, protects your ice cream.



10,000 Mile Oil Changes?

I told you this was coming eventually. Eight years ago, we began converting our customers over to very high grade motor oils with ratings for extended service.

Toyota has now joined us by going to 10,000 mile oil change intervals in some of their 2014 and 2015 models that use 0W20 oil. They specify certain oils with specific ratings as appropriate for this. I believe that internal engine sludge and excessive oil consumption are two major reasons.

Lighter weight oils with stringent performance ratings and quality additive packages should help alleviate these issues. They have for us.

Bad Luck or Bad Service?

We regularly serviced this little 99 Civic for 150,000 miles and there was no hint of trouble. Then the car got sold.

48,000 miles later it's back and the engine has a dead cylinder with no compression. Had it continued coming to us for service, would it still be running perfectly?

I wish to emphasize here that not one engine has failed in the vast fleet of cars that come to us regularly for service long term. Not a single one.

Cost to Drive a Car?

AAA recently reported it costs 59¢ a mile to drive a medium sedan 15,000 miles a year.

Barb and Ken don't believe it. They recently had their 2003 Odyssey in for a major maintenance service, which includes a serious overall inspection. With 144,000 miles on it, there were no additional repairs needed. They've brought it to us for service 22 times over 11 years. Their total cost for maintenance, tires AND REPAIRS, was 4¢ a mile. That's right, four pennies.

Jim drives his 98 CR-V many miles to us for service, as he lives out of town. We just performed a maintenance operation on it, as well. He just passed 300,000 miles! The vehicle looks and drives like a new one. His cost is also a mere 4¢ a mile over many years.

Smart people bring their car to us for regular service over a long term.

Car Classes!

How to buy a car you can love—We spend half the class on how to select your perfect car and the other half on how to get the real upper hand in negotiating for a great deal. Mon, Oct. 12th, 5:30

to 7pm.

Women's Car Class—Learn the basics about how your car works, how to get it fixed right and a few "what to do whens". Tues, Oct 13, 5:30 to 7:30.

Men's Car Class—Tell us what you want to learn, we'll set up a class for that. Motor oils, technical stuff or just see how things work. Wed, Oct 14, 5:30 to 7.

Young Driver's Car Class—How to get the most out of your car, stretch your fuel dollars, how to reduce repairs and driver safety. Thurs, Oct. 15th, 5:30 to 7.

About the car classes—Classes are open as a free public service to anyone. Reservations are required and free pizza will be served. Enrollment is limited, but you are encouraged to bring a friend.

Battery Wittbucks!

20 bucks off any 12-volt battery replacement.

Offer ends 11/30/15. Not good on key fob batteries, flashlight batteries or batteries installed free under our fabulous warranty. Might be good on Hybrid battery replacement, but those aren't really 12 volt, anyway. Offer not valid at our South Store, only good at our N. 35th St. location only.

F all F un Wittbucks!

We'll give you a buck apiece for any unused GWS key fobs you bring in. People are always telling us they have some at home.

Help us keep from having to order more by doing your part to recycle them.

\$50 prize for the person who brings in the most. Contest ends Dec 31st, 2015.



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 12/31/15. We are no longer accepting checks drawn on the "South Bank of the Platte". We figured that one out.

"The Best"

Premium Synthetic Oil 12-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 12/31/15. **Good only with Coupon** If you don't bring this coupon, we have them next to the service counter. You no longer need to "cut and paste". For efficiency, it's now "grab and show". That doesn't sound right, but we are talking coupons, here.

\$75.50+ Tax
Parts & labor incl.

George Witt Service 402-434-6961

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. We only ask that you put gas in them. Small price, great convenience.



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

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The Value of a Specialist

Bill lives out of town and drives a nice Acura. He called recently and said his car had died, but he got it restarted. We told him to bring it in and we'd give him a car to drive. We got his car at 2pm and loaned him a car.

Testing confirmed a failed ignition switch, but with no Acura dealer in town, no parts were available. Thanks to our specialization, we knew of a source for these parts who gives us overnight parts delivery. The factory Acura part arrived at 9am and we called Bill at noon to tell him his car was repaired. When you need us, we're here.

402-434-6961

Newsletter for Owners of Select Asian Cars

George Witt Service (Since 1995)
"Your Hometown Honda and Toyota Specialists"
3341 N. 35th St. (2 blocks north of Cornhusker)
Lincoln NE 68504-1559

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Permit No. 1359
Lincoln NE



We'll be closing at noon on Fridays for our Winter hours.

Our new business model is to provide the finest service possible and use the most efficient processes to keep our prices low.

Loaning cars to our valued customers has eliminated technician interruptions. Increased concentration and focus has resulted in increased production and an increase in quality.

Our customers have shown appreciation by keeping our cars full of gas and even washing them when appropriate. Thanks for being great friends!

E-Mail: service@georgewitt.com



Inside:

Our *Famous* Car Quiz,
What you can do to prevent becoming stranded with a dead battery

Turn key tags into money,
Car Classes and much more!

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.