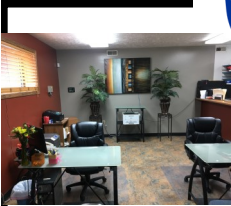


# GEORGE WITT SERVICE

## Newsletter

The 1st NAPA Gold in town



November 2022

Open 7 to 5, Mon, Tues and Wed.

New Text Number—402-858-7935

### Car Quiz

1. T or F—Get your battery tested in the Fall to avoid trouble in cold Winter weather.
2. T or F—Tires over 4 years old won't work well on snow or ice.
3. T or F—Be sure to have the coolant mix checked to avoid freeze-ups when it gets really cold.
4. T or F—The slices seen in the tread of tires are called sipes. Invented by John F. Sipe, they help tires grip in wet, icy or snowy conditions.

### Answers to Quiz

1. False. Batteries can degrade gradually over time, that's chemical aging. You get a warning. Batteries can also fail mechanically, like a broken cell connector. It's fine one minute, then next it's dead.

Just because a battery passes a test today means nothing regarding longer term reliability.

We tested thousands of batteries and also recorded the ages of failed batteries. The data concluded that battery failures (in Lincoln) ramp up dramatically at 39 to 42 months. The best protection against a battery failure is to replace batteries every 36 months as a maintenance item. Easy.

2. True. Rubber gets harder and less resilient over time. Old tires lose their ability to grip on ice and the ride is also rougher. This is why your car rides so much smoother when you get new tires.

3. False. The proper 50-50 mix of coolant and water used to be a big deal, hence the need to check it before weather got cold.

The new Super Long Life coolants come pre-mixed. If you don't add water to your cooling system (a really dumb idea), you never need to worry.

4. True. Yes, credit Lynn H. for this bit of trivia. John invented the sipe in 1923. You can see in this photo that these sipes are very deep. Many tires have shallow sipes and just a little wear makes them too shallow to be effective. **We fit the right tires for you. Call us.**



### We Now Accept Other Makes of Cars

We've hired a tech with over 20 years of experience, all ASE Certifications, who can fix about anything from a bus to a Camry. Our values are a per-

fect match. He is an absolute stickler for quality and he is NOT on commission. So, you can tell your friends we'll service your Subaru, Nissan, Hyundai, Kia, Chevy, Ford or Chrysler. So call us.

**Don't get me wrong, we remain the best on Honda and Toyota.**

### Fear to Veer for Deer

A recent insurance study said that 42% of injury accidents involving vehicle collisions with deer happened when the driver swerved to avoid the deer.

This must be the cause for all those cool skid marks on Interstate highways. :)

Best thing to do is to train your reflexes to stay straight and brake hard. Hit the deer, not the ditch.

Keep vehicles behind you a safe distance, don't cut too quickly back in front of trucks you've passed.

Also, the most likely time to hit a deer is an hour after sundown. Plan your trips accordingly.

### NAPA Gold

We became a NAPA AutoCare Center a few years ago. The NAPA brand is the hardest to get, because their standards are extremely demanding. The dealer quality parts that we formerly had to purchase globally are now available from them locally.

We are proud to announce that we are the **first NAPA Gold AutoCare in Lincoln**. The Gold designation is extremely difficult to achieve and involves a very long list of requirements, including a stringent physical inspection.

Big deal. What this means to you:

\*We now offer a 3 year/36,000 mile limited warranty on our repairs, good at over 17,000 NAPA AutoCare centers across the country.

### Car Classes are back!

**Women's Car Class—Sat. November 12, 8 to 11** (or a little less, depending on Husker Football).

Make friends with your car and learn things every driver needs to know. No, you won't change your oil, that's silly. Open to anyone, bring your friends, call for a reservation. Space is limited.

**How to buy a car, emphasis on used cars. Tuesday, Nov. 15th, 6 to 8pm. Free dinner**

Call for a reservation, space is limited. How to best select a car that works for you, how to avoid a bad vehicle, how to spot a lemon

402.434.6961 Voice

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



Apply for your NAPA credit card today in the privacy of your own home. You'll get a response in minutes. It's easy.

Card is good at our shop and can get you financing for 6 months with no interest.

Use it every visit to level out your repair bills over time.



### The Apprentice

We just added Sarah to our organization as a Lube Tech.. One of NAPA's really cool AutoCare shop benefits is a 4 year apprenticeship program.

Sarah earned her Associate's Degree in Automotive Technology from SECC Milford. We'll buy her a new set of tools She'll have a mentor and work through a formal training program. Upon completion she will be awarded a certificate from the Dept of Labor as a journey auto technician.

**Ask for the "Sarah Special" and get \$50 off all maintenances she does.**

Offer ends 12/31/22 and means "Annual, medium and major" maint.

6:30am-5pm Mon Tues and Wed.

### Newsletter for Very Select Car Owners

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

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### What's with this 3-day week?

I've studied shop management for my entire career. I even wrote a class on "51 Things You Can Do To Improve Shop Efficiency" and presented it at International events.

So what? Eliminating steps that waste time improved production and reduced mistakes. In order to attract and retain the very best staff, I had to offer something different.

I came up with the 3-day week. I've found techs with outstanding abilities and strong commitments to quality and integrity. We can produce 5 days worth of work in 3 days. **We service your car with a passion for excellence that is unmatched anywhere else.** That is the Witt Way. Call us.  
geo@georgewitt.com

### We hate waiting in line

Our upgrade in technicians and addition of Sarah means we can get your car in sooner.

Most of the time, we can get you in next day. In cases of break downs or repairs, call us for *same day repairs*.

We are faster than ever.

**We give you a car to drive.**

**Call us. 402-434-6961**

**Our service prevents breakdowns**

Easy choice

