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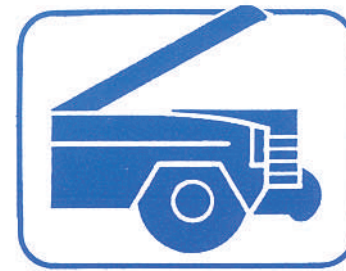
WWW.DAVISAUTOCARE.COM

BECAUSE WE CARE

This newsletter is published for our friends and customers, to provide them with informative, helpful news relative to their second largest investment, their vehicles. We believe that communication is vital to all effective relationships, and as always, we welcome your comments and suggestions.

YOUR COMPLETE AUTO SERVICE CENTER

- Shocks & Struts
- Exhaust Systems
- Brakes
- Tune-ups
- Fuel Injection Service
- Starters
- Charging Systems
- Alternator
- Electronic Systems
- Computer Control Systems
- Tie Rods
- C.V. Joints
- Front End Alignment
- Used Car Check-outs
- Four Wheel Alignment
- Transmission Fluid Exchange
- Electronic Ignition
- Windshield Chip Repair
- Transmission Service & Repair
- Computerized Engine Analysis
- Battery
- Belts & Hoses
- Tires
- Wiper Blades
- Cruise Control
- Engine Repair
- Intake Manifold
- Valve Cover Gaskets
- Electronic Climate Control
- Heater & Air Conditioning
- Timing Belt Replacement
- Thermostat
- Water Pump
- Antifreeze
- Cooling System Flush
- Radiator Repair
- Electrical Repair
- Tire Repair
- ...and many more!!!!



DRIVE LINES

Vol. 5 No. 2

DAVIS AUTO CARE, INC.

April 2007

Comprehensive Pre-Trip Checkup Can Pay Off

CCNS - Tow truck operators in resort areas or along Interstate highways see all too many travelers forced to return home ahead of schedule. Car trouble, usually due to neglected preventive maintenance, brings an abrupt end to vacation plans. The situation usually means more than just a repair bill. It can involve towing charges, lodging and possibly a rental car. Add to that the cost of extra phone calls, meals and general inconvenience, and the ordeal becomes expensive.

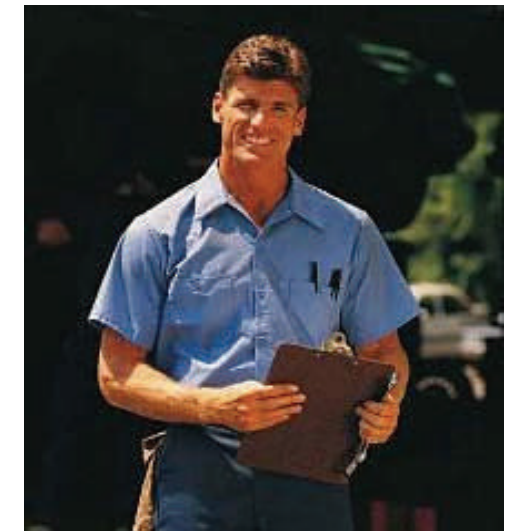
This scenario usually can be avoided with a pre-vacation inspection performed by a qualified automotive technician. This "physical" for your automobile should address the following systems:

- Cooling
- Braking
- Emission control
- Steering/suspension
- Fuel
- Electrical and ignition

In addition, the tech should evaluate engine performance, tires/wheels, A.C./heater/defroster, instruments/gauges, windshield wipers, horns/lights/mirrors, seat belts and the car's body, inside and out.

Not only can a pre-trip inspection help reduce chances of costly and possibly dangerous road trouble, it also provides an opportunity to have repairs made at home, with

one's own technician who knows the vehicle. Especially important, it provides peace of mind. Our A.S.E. Certified Master Technicians are ready to help.



And while no inspection can guarantee a car's performance, it's comforting to know proper precautions were taken. April is National Car Care Month. Be Car Care Aware before you hit the road this summer!



WATCH HERE FOR YOUR NEXT REWARDS CERTIFICATE

As one of our valued Rewards Program customers, this area would have contained your Savings Certificate for purchases made during the first-quarter of 2007.

Remember, any purchases made at Davis Auto Care, Jim's Oil Depot or Ultimate Image Auto Spa during April, May or June will earn Reward Dollars for the next quarter. Those certificates will be printed in the

next issue of Drive Lines, which will be sent to you in July of 2007. We hope you find the information in this issue helpful, and look forward to seeing you again soon.



Spring Cleaning Time – Don't Forget the Car!

Spring is the season of renewal, and a perfect time to erase the last remnants of winter dirt and debris.

Ultimate Image Auto Spa can rejuvenate the interior and the exterior of your car, truck or SUV. Are floor mats soiled from mud and sludge? Has dust accumulated on dashboards, control knobs and gauges?



Are you squinting to see through a windshield coated inside with heater film? An interior detailing can solve these problems and more, and give the car "like new" appeal. And if odor from pets, food or spills are offensive, our Aromatherapy treatment will remove, not just cover over, these smells.

Exterior service can range from a quick touch-up, to a full detailing including all outside surfaces, wheels and tires, and glass. Our advisors can determine if a rubout would help remove embedded dirt and light scratches and marring. And a fresh coat of wax will protect the paint and plastic surfaces from ultra-violet (sun) damage, tree sap and acid rain.

Clean, fresh and protected, your vehicle is ready to hit the road for summer fun.

Ultimate Image Auto Spa is open Monday through Friday 8:00 am to 6:00 pm, and on Saturday from 8:00 am to 2:00 pm. Appointments can be made by calling 248-349-3509.

"Where a Brilliant Finish is Just the Beginning"



TASTE of NORTHVILLE 500



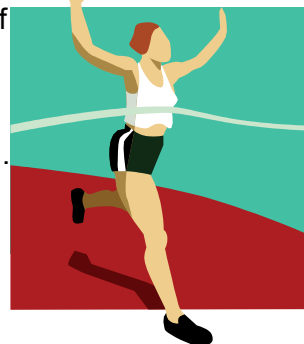
Photo courtesy of Steve Fecht Photography

Davis Auto Care was pleased to participate in the Northville Chamber of Commerce "Taste of Northville" last month. Owner Jim Davis played Crew Chief, encouraging players to "put the pedal to the metal" as they raced against each other in four interconnected video arcade race games. Winners of each "heat" received a Mobil racing cap, and earned a chance to go on to the hourly semi-finals. Those winners received additional prizes and a chance to compete for the Grand Prize, a 50.00 gift certificate redeemable at Davis Auto Care, Jim's Oil Depot or the Ultimate Image Auto Spa. Everyone enjoyed racing for the checkered flag at the "Northville 500." Congratulations to all the winners!!

DAMN THE NOR'EASTER FULL SPEED AHEAD

Lori Hahn, the daughter of Davis Auto Care bookkeeper Darlene Ostroski ran and completed the Boston Marathon April 16, 2007 in 3 hours and 30 minutes despite a raging Nor'easter that day. She qualified for the Boston Marathon when she ran the Chicago Marathon in 3 hours and 28 min. In addition to training for the 26.2 mile Marathon, Lori and husband Keith are training for the "Half Iron Man" which consists of a 1.2 mile swim, 56 mile bike and half marathon of 13.1 miles.

Good luck Lori & Keith.



STOP PUTTING AIR IN YOUR TIRES!

No, we're not suggesting you drive on a flat. What we are recommending is use of a different substance to inflate tires to save time and money.

The air we breathe is 78% nitrogen, 21% oxygen and a small amount of trace gases. When it comes to tires however, moisture within oxygen causes oxidation and other heat related problems.

Nitrogen alone is a dry, non-flammable gas, with inert properties proven safe enough to be used for tire inflation by NASA, the U.S. Military, NASCAR and the airline industry.



- a. the tire at a rate of 35% slower than oxygen (air)
- b. Under inflated tires flex and build up heat, breaking down the rubber over time.
- c. 60% of blowouts are caused by under inflation
- d. Consistent inflation improves tread life.
- e. Vehicle handling is improved.

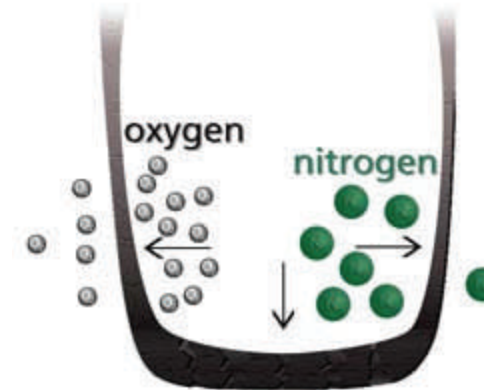
2. Longer Tire Life

- a. Nitrogen is a dry gas, which disperses heat more rapidly resulting in cooler running tires. This preserves the integrity of the rubber, belts and bead.
- b. This inert gas also significantly slows the chemical aging process associated with oxygen and moisture (air).

3. Improved Fuel Efficiency

- a. Passenger car realize 2-3 miles per gallon gains (4% on average)
- b. Trucks realize gains of 2+%.
- c. At 4% on a vehicle with 20 mpg rating, this saves approximately 2.5 gallons per week based on 40 miles per day. At \$2.80 per gallon that adds up to \$360 savings per year.

When you purchase new tires at Davis Auto Care, we'll fill them with Nitrogen free of charge when we mount them on your car. Also, if



Proper tire inflation has always been important. The molecules in Nitrogen are larger than those in compressed air. Additionally, the oxygen in regular air causes oxidation to the steel cords in tires, which can age the rubber, causing premature failure.

Nitrogen delivers many dramatic benefits:

1. Consistent inflation pressure over longer periods.

- a. Nitrogen permeates through

you're not due for new tires yet, but want to take advantage of the many benefits of Nitrogen, we can quickly remove the existing air in your tires and replace it with Nitrogen for a nominal charge at our quick oil change, Jim's Oil Depot. This service can be performed while you wait. So next time you're in for your oil change, consider getting your "air change" at the same time. For additional information, go to www.getnitrogen.org, or ask one of our Service Advisors.



WE'RE HONORED...

To have again been voted the #1 Auto Service facility in the Northville Record People's Choice Awards. For the fifth year in a row, you have taken the time to tell our community that you appreciate the quality, service and integrity that we've proudly provided since 1979. Thank you for your continued trust and support.

2003 2004
2005 2006 2007