

# DRIVE LINES

Vol. 9 No. 4

DAVIS AUTO CARE, INC.

October, 2011

## OCTOBER IS NATIONAL CAR CARE MONTH

And just why should you care? Simple ... you want your winter driving to be comfortable, trouble-free and safe. Freezing temperatures and slippery roads will try to take their toll. Poor visibility and more hours of darkness will contribute to our woes.



As autumn descends, the Car Care Council reminds motorists of the many benefits of regular vehicle

care, maintenance and repair. October is Fall Car Care Month and a great opportunity to make sure that your vehicle is ready for winter and up-to-date on all maintenance.

Taking time out to check on your vehicle's condition is an important part of taking care of your second largest investment. Results of vehicle check-ups at community car care events across the country in April and October 2008 revealed that 80 percent of vehicles need service or parts.

"Small steps that motorists take today can go a long way toward improving the safety and reliability of their vehicles," said Rich White, executive director, Car Care Council. "Regular car care can also help avoid costly repairs down the road, saving both time and money."

A full-service oil change at Jim's Oil Depot includes inspection of many of the routine items that should be checked before winter, including battery, tires, headlights and taillights, turn signals, fluid levels, filters, and anti-freeze.

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### KEEP YOUR REWARDS COMING !!

We still don't have your e-mail address. As printing and postage costs continue to rise, we want to maintain our Rewards Program, and get your valuable savings to you as quickly as possible. Please help us by sending your e-mail address to [newsletter@davisautocare.com](mailto:newsletter@davisautocare.com), putting your account number in the subject line. You'll receive a special gift, and continue getting your newsletter and Rewards quarterly.

## 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 third-quarter of 2011.

Remember, any purchases made at Davis Auto Care, Jim's Oil Depot or Ultimate Image Auto Spa during October, November and December will earn Reward Dollars for the next quarter. Those certificates will be e-mailed in the next issue of Drive Lines, which will be sent to you late in January of 2012.

We hope you find the information in this issue helpful, and look forward to seeing you again soon.



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# (S)LOTS OF FUN AT CAR TUNES



The crisp, sunny day drew lots of people downtown who said they had not even known about the Car Tunes Festival taking place. Those of you who follow Davis Auto Care on Facebook or

Twitter were in the know!

Thanks to everyone who stopped by to say hello and share some hometown fun.

On October 1st, Northville held its second annual "Car Tunes" Fall Festival. Over 60 classic cars lined the streets of Northville, and this year's weather was much more pleasant than last year's all day downpour.

Davis Auto Care, in conjunction with Collision Craftsmen of Northville, sponsored slot car races in the town square. We had lots of young -- or at least young at heart -- folks test their racing skills with the model slot cars, and some walked away with prizes of racing caps and goodie bags. Everyone enjoyed the friendly competition, which made it a winning day all around.



## WE WELCOMED THE WEBELOS



Recently we hosted Scout Pack 721, Den 4 Webelos, at Jim's Oil Depot, helping these fine young scouts to earn their Handyman Activity badges. Depot Manager Brian Roberts showed these future motorists the basics of auto maintenance. Lessons included changing a tire, how to replace a bulb in the taillight, turn signal or parking light, and replacing a headlight on a car. They also learned how to check a car's oil level and tire pressure.

The troop members left with a new appreciation for car care, as well as **Mobil 1** caps as a souvenir of their afternoon at Jim's Oil Depot.

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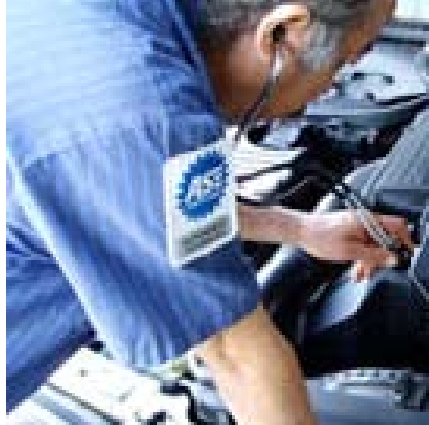
# You DO Have a Choice!

If you listen to the radio, you've probably heard many dealerships claiming that only they can properly service your (insert major manufacturer – Ford, GM, Chrysler - here) vehicle. Certainly they're entitled to solicit your service and repair dollars. However, their statements simply are not true.

In order to keep your new vehicle warranty in effect, you must perform certain routine maintenance procedures at stated intervals, such as oil and filter changes. As long as you have a receipt showing that the work was completed, your new car warranty will remain valid. Davis Auto Care and our quick oil change, Jim's Oil Depot, are licensed by the State of Michigan to perform any and all services which you may need to keep the warranty in force.

We carry and utilize many of the

same genuine name brand (or O.E.M.) parts, such as AC Delco, Motorcraft and Mopar, as well as offering lower cost alternative replacements when available and recommended for the application. Additionally, due to



our purchasing volume, we are one of a few select independent shops that are offered access to the same training classes offered by these major manufacturers for

their dealership mechanics. Our technicians, who already have from 20 to 35 years experience each, attend these sessions each year as part of their continuing education.

We have always prided ourselves on outstanding customer service. When we see a repair needed on your vehicle that we believe is under a factory warranty, recall or repair campaign, we notify you that a repair is available through the manufacturer at no cost to you. At Davis Auto Care, we value your trust in our integrity. We appreciate the fact that you look to us first for all of your automotive maintenance and service needs. We'll continue to look after your vehicle with the highest degree of professionalism, while offering the warm, friendly small town service you've come to expect.

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Speaking of headlights, many vehicles have plastic lens assemblies that get foggy and yellow with age, reducing your visibility and diminishing the ability of other drivers to see you. Replacement of the lens assembly can be very expensive, but our Ultimate Image Auto Spa offers a restoration process which produces "like new" results at one-tenth of the cost. Winter can also take a toll on your car's finish. The Spa technicians can apply a protective coat of wax to guard against the ravages of salt and slush which could diminish the value of your car, especially now

that we're keeping our vehicles longer.

Additional items which may need inspection include the brake system, front end components or belts and hoses, depending on the vehicle mileage.

The time taken now to make sure your vehicles are prepared for the severe weather ahead will be well spent. A somewhat busy Autumn will rush headlong into a very busy winter. You'll want to be ready for the extra trips to visit family and friends, run Holiday errands and enjoy the wonder of the season. We want to help make it as happy and stress free as possible.

## YOU'VE TOLD US . . .

"I appreciate your looking out for me for potential future problems, yet being reasonable with cost. April is amazing and explains everything extremely well!"  
J.W. Northville

"Thank you for operating an ethical and professional business where I know my car is in good hands consistently." M.H. Novi

"Top notch job every time. Never disappointed!" B.K. Plymouth

"Been coming to Davis for at least 20 years, and am very satisfied, especially with the helpful staff."  
R.G. Northville

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We are pleased to provide you  
With your complimentary copy of:

**DAVIS AUTO CARE, INC.**  
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[WWW.DAVISAUTOCARE.COM](http://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, including ABS
- Tune-ups
- Fuel Injection Service
- Starters and Alternators
- Charging Systems
- Air Bags
- 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
- New Tires and Nitrogen inflation
- Wiper Blades
- Cruise Control
- Engine Repair, Major and Minor
- Intake Manifold and Gaskets
- 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 Balancing
- ....and many more!!!!