



# DRIVE LINES

Vol. 10 No. 1

DAVIS AUTO CARE, INC.

January, 2012

## Your New Rewards Card and a New Way to WIN!

Thanks for your continued trust in our services, and your appreciation of our Rewards Program. The information we give you regarding preventative maintenance, and the Rewards coupons you receive quarterly, help you to preserve your vehicle's value and minimize costly repairs. Remember to show your card each time you visit Davis Auto Care, Jim's Oil Depot and the

Ultimate Image Auto Spa. Then watch for your Rewards Coupons in future issues of "Drive Lines."

Now, if you can help us save money on postage and printing, we'd like to Reward you again. Our newsletter and your Rewards Coupons can be sent to you online. If we have your current valid e-mail, we can send these to you via the

Internet, and you will be included in a drawing to **win a \$50.00 Gift Certificate**. Beginning with the April edition, two e-mail addresses will win this additional gift each quarter.

Add or correct your e-mail address at [newsletter@davisautocare.com](mailto:newsletter@davisautocare.com), noting your account or Rewards number in the subject line. Thanks for participating, and good luck!

Your E-mail: Your current Email address would be printed here.

## 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 fourth-quarter of 2011.

Remember, any purchases made at Davis Auto Care, Jim's Oil Depot or Ultimate Image Auto Spa during January, February and March 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 April of 2012.

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



Cut out and present when dropping off vehicle for service.



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# Vehicle Battery—Purchase Plenty of Power

## Remember cranking amps... Not months of warranty!

Always purchase a battery that has enough cranking power and reserve capacity to get the job done. Consider the vehicle manufacturer's recommended capacity to be a minimum-capacity guideline. A vehicle that has a lot of electrical accessories such as on-board computers, air conditioning, two way radios, etc. will need a more powerful battery for optimum performance.

Along with electrical accessories, temperature also has an effect on battery performance. Vehicles operated in extremely cold climates will need a battery rated

well above the O.E. recommendation. Likewise, vehicles operated in hot climates will not need extremely high CCA ratings.

Remember, you can't have a battery with too much power in colder climates!

Temperature has a dramatic effect on a battery's ability to crank an engine. Not only does cold rob batteries of power, it also stiffens motor oil making engines harder to start.

Heat can also damage batteries by causing internal components to wear out quickly while making engines difficult to start.



## Don't Miss "Tune Up Time" This Winter

Even with today's high tech engines, starting failure continues to plague motorists. More often than not, the reason for a "no start" is neglected maintenance. A properly cared for vehicle should start every time, regardless of the weather. Properly functioning fuel, ignition and electrical systems go hand-in-hand with dependable starting.



An engine whose fuel and ignition parts are in borderline condition, nearing the end of their useful life, is a prime candidate for road service when the first cold snap

hits. Unfortunately, many owners are lulled into believing that their cars won't need service for a long time. In the automotive repair business that's called the "hundred-thousand mile tune-up myth."

For generations, the term "tune-up" has described the procedure that makes vehicles start quicker and run better. Before the computer age, tuning an engine was a pretty standardized procedure involving replacement of spark plugs, distributor points and condenser, cleaning or adjusting the carburetor and adjusting the timing. Now we hear about cars that don't reach "tune-up time" for 100,000 miles. That may be true, but only under ideal conditions, not the severe service driving practiced by many motorists.

Long before the odometer reaches 100,000 miles, there will be filters to be replaced and a number of systems and components that need to be checked during what may be referred to as an "engine analysis" instead of a traditional tune up. With state-of-the-art test equipment, our technicians can spot problems that affect fuel economy, performance and emissions.

In addition to hard starting, symptoms that indicate an engine needs service include rough running or stalling, poor fuel economy or a rotten egg smell from the exhaust. Explaining these or any other drivability concerns to our Service Advisors is the best way to insure effective diagnosis and repair of any hard starting or performance problems.

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# Let's Dispel Some "Urban Legends"

How many times have you heard someone make a statement with such conviction that you assume it must be true? After all, "they say" has slipped into our conversations so often, we rarely question, "who says?"

Car repair is a popular topic of conversation, and everyone seems to have a story to share. Some of the details casually repeated among friends and family may be misleading, incomplete or just plain false. Let's separate fact from fiction:

1. All licensed mechanics are the same. NOT true. As with many professions, all Michigan auto repair technicians are required to be licensed by the State. However, ASE certification sets much more stringent test and experience criteria. These ASE accredited pros are automatically issued State licenses in acknowledgement of ASE's superior standards.
2. Any technician wearing an ASE patch is fully accredited. Again, NOT true. Certification is granted in many different specialties. A technician can wear an ASE patch even if he passed only one of these classifications. The eight areas of specialty that encompass the requirements to be a Master Automobile Technician include: Engine Repair, Automatic Trans/Transaxle, Manual Drive Train and Axles, Suspension and Steering, Brakes, Electrical/Electrical Systems, Heating and Air Conditioning and Engine Performance. Additionally, ASE has an extra designation for Engine Diagnostic specialists, known as L-1. We're proud that ALL of our line technicians at Davis Auto Care are experienced ASE Master Technicians with L-1 accreditations.
3. I must have my vehicle serviced at a dealership in order to keep the warranty valid. So NOT true! Any maintenance required by the vehicle owner's manual must be documented. The receipts you get for an oil change at Jim's Oil Depot, for example, are all the documentation you need to prove you have properly maintained the vehicle and keep the warranty fully in effect. Our products meet or exceed the manufacturers requirements.
4. Warranty repairs must be done at the dealership. This is TRUE, at least before the fact. If you receive, for example, a notice of a recall, the dealership must perform the required repair at no charge to you. However, if you have already had that repair previously done by an independent shop, your receipt can be submitted to the manufacturer for reimbursement. Additionally, from time-to-time car manufacturers issue what they call "silent campaigns" for problems that do not reach the level of a safety recall, but are repairs that the customer should not have to pay for. At Davis Auto Care, our service advisors are happy to advise you when they are aware of these unannounced programs. We have received countless cards and letters from our customers expressing thanks for making them aware of these opportunities.
5. Some repair shops say they will diagnose a "Check Engine Light" for little or no cost. It is true that they say that, however that is NOT what happens. Even auto parts stores now are offering this "free check-out". What they are actually doing is referred to as reading the codes stored in the vehicle's computers. This takes a few minutes and basically gives the general areas that may be a problem. A list of code numbers is merely a starting point for a qualified technician to begin the inspection. Research and problem-solving diagnosis is then needed to isolate the exact anomaly (out of dozens of possible causes!) and determine the necessary service or repair to properly correct the problem cost effectively. At Davis Auto Care, we want you to know up front what is entailed in this type of repair, not lure you in with a misleadingly low cost.

We hope this helps with some common misconceptions, and makes you a more confident auto repair consumer. For 33 years, our mission has been to provide expert vehicle repairs and maintenance at a cost-effective price with the friendliest customer service in the industry. As always, please let us know how we're doing.

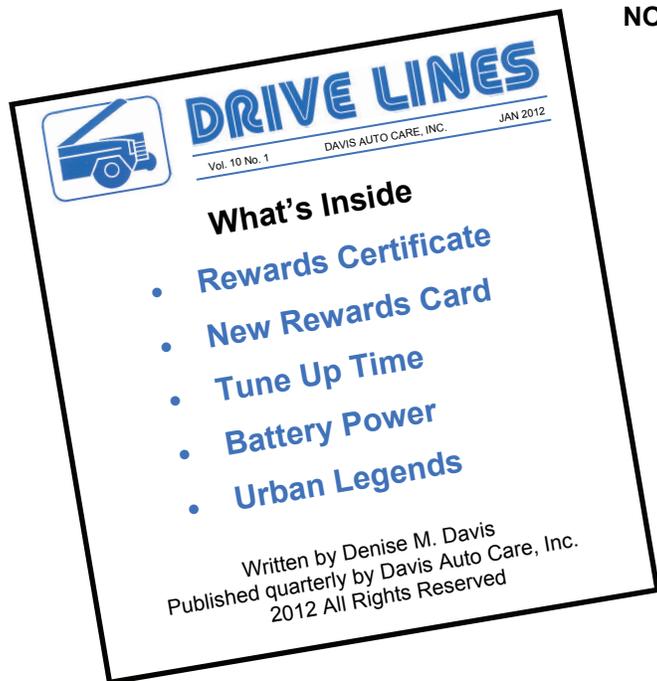
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### BECAUSE WE CARE

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!!!!