

AMWELL AUTOMOTIVE NEWS

(609) 397-8032

Providing quality, friendly service since 1998



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Welcome to the first issue of *Amwell Automotive News*. This publication is dedicated to helping you achieve your vehicle goals. What do we mean by vehicle goals? Two things: The first is: *Keeping you on the road; never stranded alongside of it.* While we may not be able to completely eliminate the risk of a breakdown, a good maintenance program significantly reduces your chances of becoming stranded alongside the road. Secondly: *We're striving to keep you driving.* We have many customers who have driven their vehicles 200,000 miles plus. A long term ownership goal (10-plus years/200k-plus miles) provides huge economic advantages over replacing every few years. Depending on your age, you could literally fund your retirement with the money you'll save. We hope you find this and future issues helpful and enjoyable to read. If you have questions that you'd like to see us address with this publication, please let us know. Stop by, call, or email us at: amwellautomotive@comcast.net

Best Regards,

Kevin Snyder / Pat Graham

It Was 20-Years Ago Today...

Do you recognize that line from the Beatles Sargent Pepper's Lonely Hearts Club Band? Sticking with the 20-years ago theme, what do the following all have in common?



- ◆ The last episode of Seinfeld aired
- ◆ The Denver Broncos won the Super Bowl
- ◆ Jack Nicholson won Best Actor
- ◆ The best auto repair shop in Lambertville opened

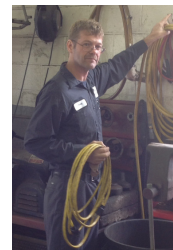
The answer: They're all things that happened 20-years ago in 1998. Of course the opening of Amwell Automotive (Lambertville's best shop) was the highlight of the year. Okay, so we're a little biased.

Some other interesting facts about 1998: The Dow Jones Industrial Average (DJIA) closed out the year at 9181. A gallon of gas cost \$1.06. And get this... only 41% of adults went online (today that number is 87%). Things have changed these past 20-years, but one thing that has not changed is our commitment to providing quality, friendly service. Our enthusiasm for the work and for the business is as high as ever, probably more so now that we've had 20-years to build relationships with so many great customers throughout this community.

It started when Ralph Hooven retired. The shop was known as Ralph's Repair at that time. Kevin Snyder (with two partners who have since moved on) took over the empty building with little equipment and little capital. The three were blessed to have the help and support of some other shops in the area; some lent equipment and one even let Kevin use their tire machine.



Kevin and Pat met in 2000 through mutual friend Doug Schibel (who now also works at Amwell—pictured right). As it turned out Kevin needed help and Pat was looking to make a career move. In 2002 Pat was made a partner.



(Continued on page 2 - See "Beginnings")

Beginnings (continued from page 1)

Many improvements have been made over the years. Of course we have our own tooling and equipment now; including the latest computer-based diagnostic and information systems, a computerized optical alignment rack, and various other specialty tools needed to service today's complex vehicles.

In addition, we've added storage space to store equipment and parts inventory. We've installed two new in-ground lifts. And we've recently renovated the office, making this small space much more efficient and comfortable.

Lastly, but most importantly, is our staff. We've grown from a staff of four to a staff of seven in order to provide our customers with a best-in-class service experience.

We are as committed to providing quality, friendly service today as we were 20-years ago. And frankly, the various changes we've made combined with our experience of these 20-years makes us better than ever.

One final word... Yes, we're proud of our growth these past 20-years, BUT we know that if not for you and all of our wonderful customers, we wouldn't even be here. Kevin, Pat, and the entire Amwell staff sincerely THANK YOU for your patronage. We hope you will continue to look to Amwell Automotive for all of your automotive service needs.



During the winter months incidents of carbon monoxide poisoning rise. Carbon monoxide is produced when fuel is burned—this includes the fuel in your home furnace and fireplace as well as your vehicle. The symptoms of carbon monoxide poisoning include:

- ♦ Nausea
- ♦ Vomiting
- ♦ Headache
- ♦ Dizziness
- ♦ Disorientation



No matter how cold it gets, don't leave your car running in the garage, especially if you have an attached garage. If you must warm up your car, pull it out of the garage and let it run in the drive. For in-home protection, make sure you have a carbon monoxide detector.

True or False?

It may be normal to have to add oil in between oil changes.

TRUE! There is always oil on the cylinder walls of the engine, which burns away as part of the combustion process. All engines use some amount of oil.



Some manufacturers say that 1-quart of oil per 2,000-miles of driving falls within their acceptable parameters of oil consumption. Considering the longer intervals between oil changes on today's vehicles, checking the oil in between oil changes is crucial. We suggest checking it at least once each month and before a major trip.

By the way, if you're in the neighborhood and you'd like us to check your oil, just drop in. We'd be glad to check it for you.

One-Stop-Shop



If there's one thing we all wish we had more of, it's time. Loaded schedules keep you busy; so the last thing you need to do is run all over town getting your vehicle serviced. We understand busy schedules and we respect your time. That's why you should consider Amwell Automotive your *One-Stop-Shop*.

No need to go one place for brakes, and another for oil changes, and yet another for tires and alignments. We've got all of your repair and maintenance needs covered.

Besides being more convenient, when you deal with just us you're more likely to have all of your needs and expectations met. Why? For starters we'll have all of your service records so we'll know what has been done, what's needed, and what isn't needed.



Secondly, we know you; and because we know you we're going to take really good care of you—kind of like your favorite restaurant where they know just what you like and how you like it.

Our goal (which we're pretty sure is your goal too) is keeping you on the road, never stranded alongside of it. That means paying attention to details and taking a preventive approach to car care. How important is that?

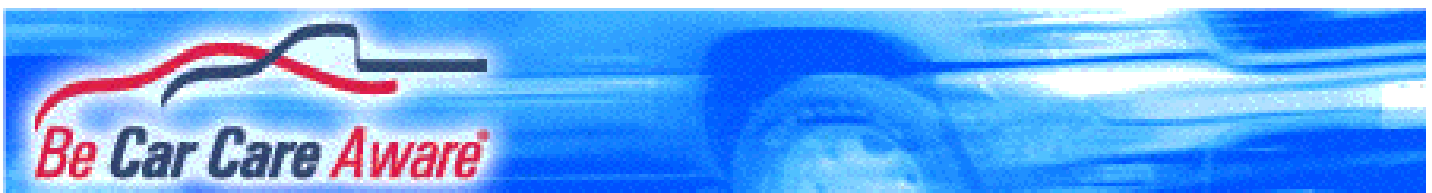
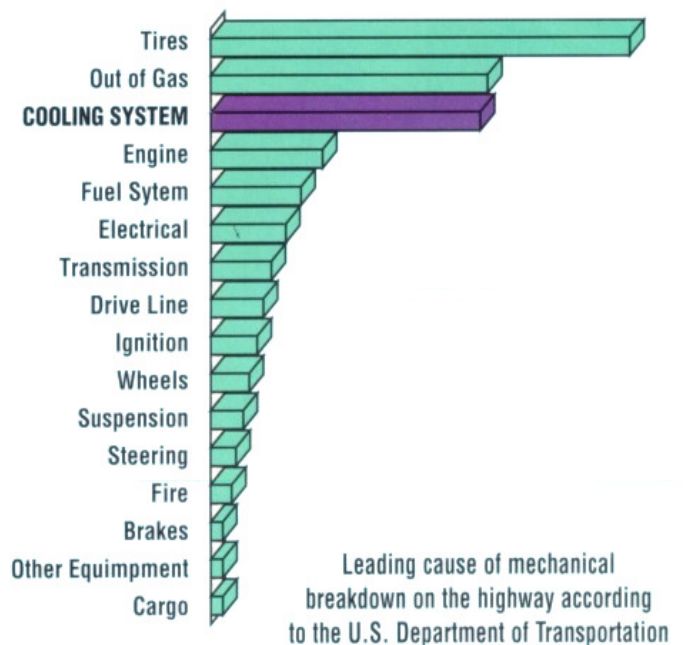
According to a AAA survey of 1500 motorists, 450 (30%) experienced a situation at least once in a 12-month period that required a road service call. The survey didn't state the reasons for these service calls, but our experience is that most breakdowns can be prevented.



For example, according to the U.S. Department of Transportation (DOT), the leading mechanical failure that leaves motorists stranded is the cooling system (see chart below). Nearly all cooling system failures can be prevented by:

- ◆ Draining and cleaning the system and installing new coolant according to schedule (also known as a coolant flush).
- ◆ Inspecting hoses and clamps regularly and replacing them at the first sign of fatigue and wear.
- ◆ Regularly inspecting the radiator and verifying proper coolant flow as well as proper thermostat operation.

These inspections are relatively quick and inexpensive and we often perform them in conjunction with other maintenance services. As your *One-Stop-Shop* we have your service records and we understand your individual needs and wants, so don't run all over town. Make Amwell Automotive your *One-Stop-Shop*.



Amwell Automotive Provides:

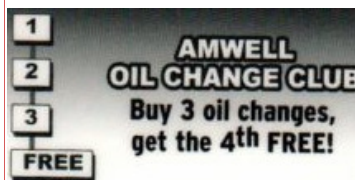
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Inside This Issue

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After Hours Drop Box

Amwell Automotive Client Referral Program

No strings attached; no limits. For each new customer that presents a card with your name on it, you'll receive a \$30 gift card good toward any service we offer. Your referral may use the card for our Premium Oil service at no cost, or \$30 off any other service.

Ask Your Service Advisor for Details



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