

AMWELL AUTOMOTIVE NEWS

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Welcome to the fall issue of *Amwell Automotive News*. In our last issue we introduced the idea of *vehicle goals*, specifically how owning a vehicle long-term can translate into a huge economic windfall. It could even be the single biggest factor to building economic security for yourself and your family. We expand on that message in this issue. Also last time we talked about our mission of keeping you on the road, never stranded alongside of it. Long-term ownership goals and our keeping you on the road mission really go together. The economic windfall of long-term ownership is nice, but only to the extent that you feel confident that your vehicle is safe and reliable. Your peace-of-mind matters. This is why we pay attention to details and perform a comprehensive inspection on your vehicle every time. We hope that you find this issue 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

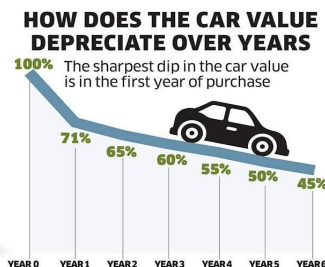
Where Did All the Money Go?

What do you think of this? Buy a house for \$200,000 and 7-years later sell it for \$80,000. And don't do this just once or even twice, but three, four, or even five times. Does this sound like good financial advice? Ridiculous, right? Yet, this is exactly what many people do when it comes to car purchases.



Sure, the numbers are smaller, but still significant. So where does all the money go? Most of it disappears to depreciation. You don't see it because that's not something you write a check for, but it's definitely there.

Consider the average cost of a new car—\$36,270 (according to Kelly Blue Book). When does depreciation start? The moment you drive off the dealership's lot. Seriously. According to Edmunds, the value will have dropped by about 10% before you make it home. After 5-years that car will be worth about half what you paid for it new.



Many families could add tens-of-thousands of dollars (perhaps many tens-of-thousands) to their net worth by simply maintaining their cars better in order to keep them long term. How long? There are a number of variables to consider, but with the right care most cars today can easily last 14 or 15-years and run well for over 250,000-miles. And when we say last, we don't mean hanging on by a thread. With the right care your vehicle can run and look great throughout those many years.

(Continued on page 2 - See "Big Savings")

Fall Maintenance Savings \$15.00 OFF

- Oil & Filter Change
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An Ounce of Prevention is Worth a Pound of Cure

That's a phrase we don't hear a lot these days, but it rings true when it comes to keeping your vehicle on the road, not stranded alongside of it.

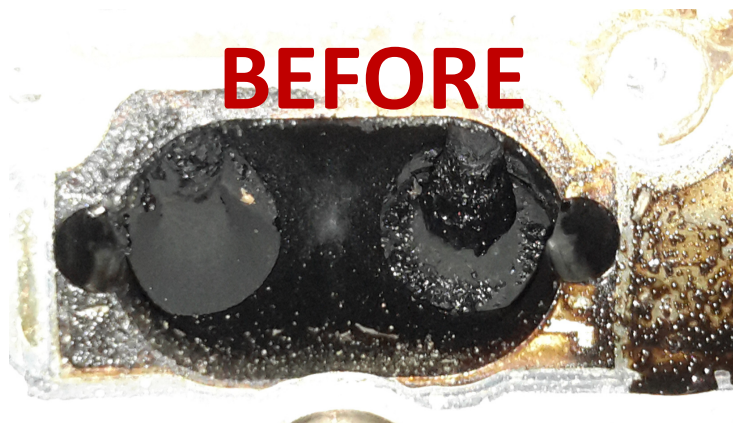
What does it mean? A little precaution before a crisis is preferable to a lot of fixing up afterward. Here's an example with a vehicle we recently serviced—A 2013 VW GTI with only 80,000-miles.

The customer brought the vehicle in with a concern of an engine misfire when cold. Our testing and inspection revealed the root cause—carbon buildup on the valves. What happens on these direct-injection engines is the carbon build up is so great that it causes the valves to stick open resulting in a misfire.

Correcting this problem is labor intensive (in other words, expensive). It requires disassembling the top portion of the engine in order to access the valves and clean away the carbon deposits.

The *ounce-of-prevention* that could have avoided the *fixing-up-afterward*? Simply adhering to the proper oil change interval and having a fuel induction service performed periodically.

By the way, in case you're curious, the "*ounce of prevention*" phrase is attributed to Ben Franklin.



BIG SAVINGS (continued from pg. 1)

In case you're thinking, "Sure, but all that 'care' will cost a fortune." Not so fast. Yes, you'll spend some money on maintenance and repairs—possibly thousands—BUT what you'll spend on service is a drop-in-the-bucket compared to the overall, long-term savings you'll realize.

You'll not only save thousands in depreciation, you'll save too with lower insurance and licensing costs; and don't forget financing. If you finance a car purchase for 3, 4, or 5-years (they'll even go 6 or 7 these days) you'll pay thousands in interest. Oh, and don't forget the sales tax. That can be \$2,000 or more right there. Probably more because that often gets folded into the financing so you pay interest on that as well. Are you beginning to see the economic benefits to long-term ownership?



Lastly, when it comes to the expense of maintenance and repairs we can work with you to develop a plan for doing things incrementally, helping you avoid unexpected and expensive repairs.

Not only can good car care be financially managed, but it can help ensure that you're always on the road, never stranded alongside of it. Give us a call to setup a time when we can sit down and talk.



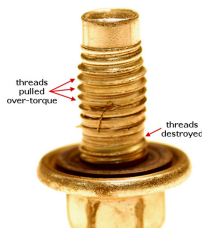
What About Cheap Oil Changes?



You have options when it comes to vehicle service, especially basic maintenance like oil changes. Big-box stores and quickie lubes offer deep

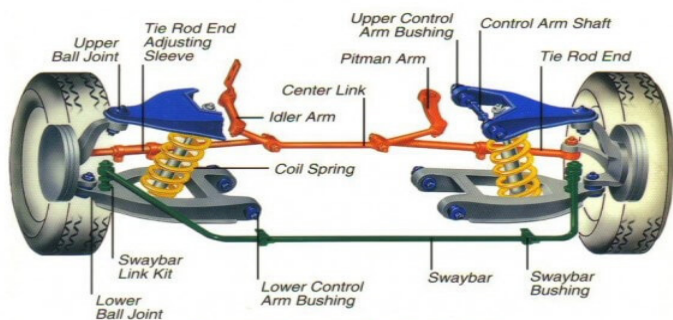
discounts. So is it all about price, or are there other factors? Maybe you're thinking all oil changes are the same and it doesn't matter who does it. There's actually a lot that can go wrong if one doesn't pay attention to details.

We've seen our share of cross-threaded and over-torqued drain plugs, double-gasketed oil filters, incorrect fill levels, and more. Just to be clear, we're not throwing all these establishments under-the-bus. Most do an okay job with the oil change, but what about the rest of it?



Most facilities promote a vehicle inspection along with the oil change—and here's where you find the biggest difference. Let's talk first about the importance of an inspection. Your vehicle relies on various interconnected systems working together to perform well. As individual parts undergo stress and fatigue they can lead to more severe problems that can result in a breakdown. This doesn't happen overnight, nor is it immediately noticeable to you as you operate your vehicle.

It might not take a specially trained tech to change the oil, but training and experience is crucial when it comes to inspections. Take steering and suspension components for example (the most important in terms of safety).



Conventional Suspension

To evaluate these components properly the suspension must be "unloaded," which requires lifting the vehicle in a specific way, and not all vehicles are the same. With most fast oil change facilities the car sits on the ground over a pit, it isn't lifted at all let alone lifted to unload the suspension for a proper inspection.

Professional technicians know the proper inspection procedures for various systems/components. They know how things should look, how they should move (or not move), how they should feel, even how they should smell.



As we've already discussed in this newsletter, long-term vehicle ownership is one of the best strategies for securing your financial security. However, the financial gain realized from long-term ownership is acceptable only when you have confidence in the safety and reliability of that vehicle as it ages. If your goal is the safe and reliable operation of a vehicle long-term, then you'll want it serviced by highly trained, experienced professionals.

So what should you look for in a service establishment? For starters, look for the ASE emblem. Since 1972 the National Institute for Automotive Service Excellence has worked to improve the quality of vehicle service through testing and certification. To be certified, technicians must meet specific work experience thresholds and pass exams.



Next, look for a facility that invests in *factory-level* tooling and information systems. Notice the emphasis on *factory-level*, as opposed to just an aftermarket system. The best facilities have both.

You've read repeatedly in this issue of our mission to keep you on the road, never stranded alongside of it. These are not just words, they define our commitment to you. It boils down to this: We want you safe and we want you to have peace-of-mind as you achieve your goal of operating a vehicle long-term.

Amwell Automotive Provides:

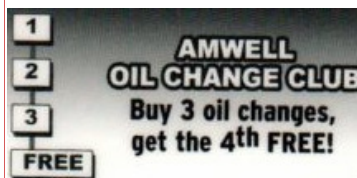
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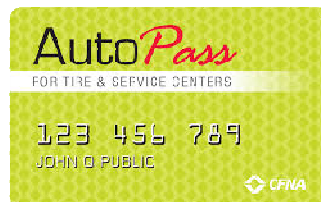
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