



# George Witt Service's Lincoln Import Car Care

**“Your Hometown Honda and Toyota Specialists”**

(including Acura, Lexus and Scion)

# Newsletter

**April 2015**

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## **Twenty Years in Business**

After 20 years, so many things have changed that it's time our own business was completely updated and our business plan modernized.

I've often heard "you're never here" from our many customers, spoken with some disappointment. I'm a nationally recognized business trainer and have traveled the country. Truth is, I'd rather be here. I'd rather write repair orders and answer the phone. So, here's what you can look for:

### **Meet the Business Owner**

When you walk into most small businesses, you expect to meet the business owner. Now, you will. I'll be here nearly every day.

I'll be able to answer your car questions, give you the best advice on suggested repairs and ask you the questions needed to provide our experienced technician with the information necessary to quickly and accurately fix your car the first time.

### **Better, Faster, More Value**

We've reduced our operating expenses, found better places to buy high quality parts for less money AND we've improved our efficiency.

We've been able to reduce our hourly labor rate on many repairs. It also means we're often keeping cars in the shop for less time, so you get your car back sooner.

### **Free Loaner Cars**

We no longer provide rides, we provide loaner cars. Thinking about this, in order to provide rides, we'd need to have an extra person on the payroll and I've never compromised on my employees. Full benefits, including healthcare, have always been mandatory for us, so it's more cost effective

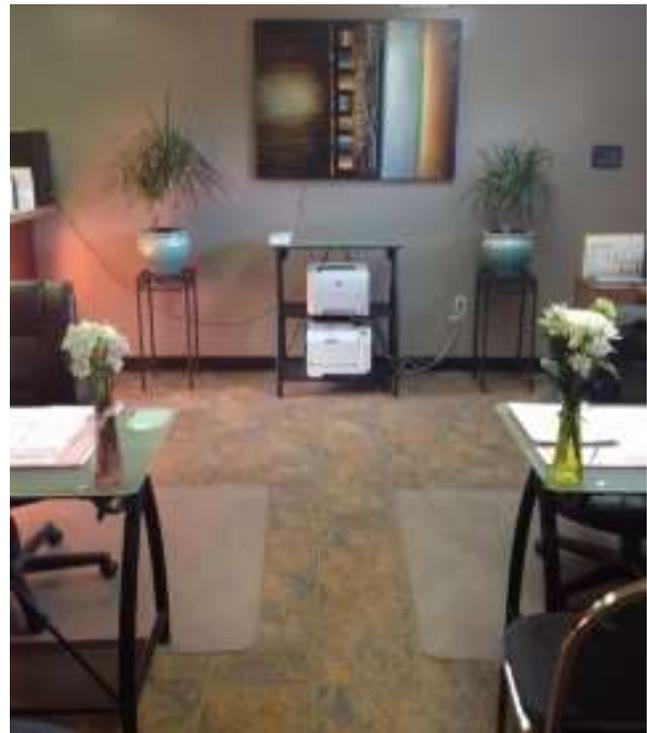
for us to provide a free car to drive (or to pay for a cab both ways if we don't have a car available), instead of driving you someplace.

### **Office Remodel**

We've also remodeled and updated the office, providing a more pleasant service reception environment. We spread out customer arrivals, so you won't often encounter a crowd. We've got time for you.

### **Skilled, Accurate Work, Fair Prices**

We offer you the ultimate experience in vehicle maintenance and repair. Trust, yeah, we get it.



**402.434.6961**

**[www.georgewitt.com](http://www.georgewitt.com)**

**Car Quiz**

1. T or F—When driving in the mountains, modern cars should want to roll down hill slower than older versions.
2. T or F—If you don't drive your car very often, you might need an oil change only once a year.
3. T or F—If your wipers are noisy and clunk, they may be about to break.
4. T or F—If your car keeps getting low on oil, it should be checked for a leak.

**Answers to Quiz**

1. True—A customer said his car was slower going downhill in the mountains and no one at the dealers could tell him why. The answer is easy, “grade logic” in the transmission computer. Sensors in that computer tell it how steep the driving surface is.

Going down steep hills, the transmission should stay in lower gears to save the brakes. Going uphill, it's best not to upshift too soon, either, for best acceleration.

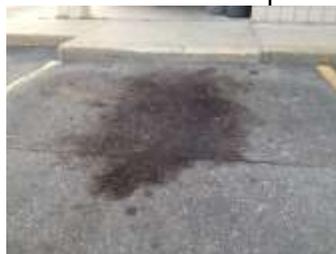
Many people become convinced they have “something funny going on” with their transmission. The truth is, the car is just operating smarter to help out.

2. True—We've been analyzing motor oil again and have found that our “extended service” oils are holding up very well and often have enough extra additives to neutralize acids from infrequent driving habits.

This can help you reduce operating costs and help your ride last longer at the same time (you still need to check the oil level regularly).

3. True—There are several linkage rods and ball-and-socket connections that can get worn enough to allow some excess movement in the wiper arms. If the wipers are hitting the edge of the windshield at the top and at the bottom, this is probably the case. Rather than put up with the annoyance, consider it a cry for help from your wipers. Call us and get it in for repairs. No need to have them quit in a rainstorm near Surprise, Nebraska.

4. False—Most of the time, the engine is using oil internally. Trust us on this one, if you have a serious leak, you'll know it. Your garage floor or driveway will look like this. →



**Outstanding Convenience**

Many will say they want a place to get a quick oil change before a last minute trip. We believe in keeping a vehicle so well-maintained that this just isn't necessary.

Using premium motor oils rated for extended service means you can just go ahead and take the trip. A few extra miles won't matter.

You only have to bring your car to us twice a year. That's usually when other maintenance is due, as well. “Just an oil change” is a practice as outdated as using 2-year antifreeze (tell me you don't). ☺

So, you have to drive a little further to get to us, it's only twice a year and we give you a car to use. If something happens and your car isn't done same day, you're not inconvenienced. You still have wheels AND you're probably spending less on car care. Use the savings to hire a Sherpa guide to help you get here. ☺



**We Now Offer Financing!**

Yes, you can use someone else's money for a change. 6 months—no interest on sales over \$199 and 12 months—no interest if it's over \$750.

This has been very popular on timing belts, repair or maintenance jobs. Looking at a \$1200 bill is easier to handle if you know you only have to pay back a hundred bucks a month.

You can now get a “Car Care One” credit card with your name on it and our name on it. Good at our shop, it can be used for anything we have, except free bananas. ☺

The application is very easy to fill out, we enter it into the computer, which only takes a few minutes. The approval for the card is back in a few seconds and the credit sale is made right away. No waiting. Limitations apply—see store for details. The card is issued through Synchrony Bank and they claim it never expires.

**Cleanup on Aisle 3!**

We're reviewing all the past "carry forward" items that print at the top of every invoice.

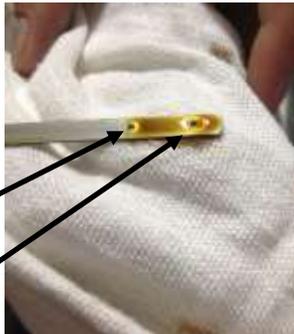
A power steering leak that "should be monitored", from a repair visit 3 years ago, probably doesn't need to be printed any more.

I've been going through these as vehicles come in and I'm cleaning all this stuff up, for a more meaningful printed report. As this is done, I'll be helping you review the real needs of your vehicle, depending on how it's used. A lot of worry is being eliminated and clear goals are easier to set.

**April is National Car Care Month**

National Car Care Month is a perfect time to evaluate where things stand now, and what is the desired direction for the future of your vehicle.

Pull out that dipstick and check the oil level. If you do it before you start the car, the oil is easier to see and you don't have to wipe off the stick first. Just pull it up and read it. The dot highest up is full, the lowest dot represents one quart low, and anywhere in between is just ducky. Below the low dot, add one quart of oil and re-check the level.



**Breakdowns or Emergency Repairs**

All this advanced planning stuff sounds nice, but sometimes things pop up that just weren't anticipated. Tow it in or drop it off, forget the appointment. We'll get to it faster if it's at the shop than at your house.

We want to fix your car and we want to get you back on the road again as quickly as possible. If you drop off the car, be sure to leave the key and a phone number where you can be reached. We'll take care of it from there.

**Newsletter Special Expiration Dates**

I don't always get the next Newsletter written on time. When that happens, any specials from the last Newsletter are automatically extended until you get the next one. Make it easy.

By the way, the photographs here in black and white really look good in color. You can see them at [www.georgewitt.com](http://www.georgewitt.com) if you click "Newsletters". You can now send a link to friends and relatives.

**Comprehensive Vehicle Inspection \$49.**

A very complete inspection to help you decide if you should buy it, keep it, trade it or if it's safe for the kids to drive. You'll get a written report and a prioritized list. Regular price \$75. Special ends 6/30/15.

**20 Spring Wittbucks!**

That's right, 20 smackers off your choice of any regular priced repair or service over \$150. Not good on oil changes or anything with a coupon already on it (like timing belts).

Go for the big time and take 50 bucks off any repair or maintenance that's over \$500.

This deal expires 6/30/2015. You can still use this with the Cash Discount Coupon. We're not that bad.

**3% Cash Discount Coupon**

Simply present this coupon for a 3% discount when you pay by cash (U.S. currency) or paper check. Offer ends 6/30/15. We would prefer that the bills not all have the same serial number, please. We understand it's considered "good luck" in some places, but work with us here.

**"Good"**

**Conventional Oil Change**

**\$34.50+ Tax**  
Parts & labor incl.

**Service.** A premium 3-month, 3,000-mile conventional motor oil loaded with additional additives that meet the car maker's specifications for 5W20 and 5W30 oil. Not available for 0W20. The inspection list is the same, only the oil is different. Up to 5 quarts. Coupon expires 6/30/15. Regular price \$37.00. Yes, we'll check tire pressure and inflate the tires with our very special premium nitrogen blend, guaranteed to be 78% pure nitrogen. You may take some "to go" in your own container for only a nickel a pound (with coupon).

**"Better"**

**Synthetic Oil Service**

**\$46.50+ Tax**  
Parts & labor incl.

**4-month, 4,000-mile oil change.**

Ideal to use with oil monitor, get car checked 3 times a year. Same service as below, this is a high temperature synthetic oil. Ends 6/30/15. For best protection, change the oil when the monitor reads "20% oil life remaining". **No extra charge for 0W20 oil.** Regular \$49. Good only with coupon. Up to 5 quarts, additional oil extra charge.

**"The Best"**

**Premium Synthetic Oil**

**\$75.50+ Tax**  
Parts & labor incl.

**6-month, 8,000-mile oil**

**change.** Includes oil filter and motor oil specially rated for long-life service. Includes a multi-point inspection by a Technician who knows your car. This oil protects your engine better than any other oil, regardless of drain interval. Up to 5 quarts, additional oil extra charge. Some trucks more. Regular price \$78.00. Ends 6/30/15. **Good only with Coupon** If you don't bring this coupon, we have them next to the service counter. One other great strategy is to tell us you already gave it to us when you came in. Even better, tell us you put it in the night drop a few nights ago. Pouting is also effective.

**George Witt Service 402-434-6961**

# \$50 off Timing Belt Replacement

We now offer new timing belt packages that also include the tensioner and/or idler bearings as part of the replacement maintenance operation. New pricing results in substantial savings to you, in addition to this coupon.

We've found that using very high quality motor oil can eliminate the need to replace engine oil seals, saving you even more money. Call us to take advantage of this.

**\*No add-on charges** for waste disposal, shop supplies, or soft drinks. Shops get paid for their waste oil.

Special deal ends 6/30/15 Offer not valid on engines with a timing chain.

# Free "Continental" Brunch



7am-5pm Mon-Thurs & Fri 7am- 4pm

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**402-434-6961**

## Newsletter for Owners of Select Asian Cars

George Witt Service's (Since 1995)  
Lincoln Import Car Care  
"Your Hometown Honda and Toyota Specialists"  
3341 N. 35th St. (2 blocks north of Cornhusker)  
Lincoln NE 68504-1559

Prsrt Std  
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Permit No. 1359  
Lincoln NE



## Save \$15 on Mobil 1 Oil Change!

Mobil oil is having a terrific promotion right now. Get an oil change using a Mobil 1 product and we'll help you fill out the forms so you can receive a certificate good for **\$15 off your next Mobil 1 oil change** at our shop. **This special is only offered until the end of May.** They did this same promotion last fall and many of you are still holding certificates good at our shop for this same \$15 off deal—They expire April 30. Pull them off the fridge and call us.

Now, this is the deal of a lifetime, since this means that 2 oil changes are now a measly \$120, which is less than a year's cost for any other oil.

This is a perfect fit for our new business model, since we need to fill our slow times of Spring and Fall. Save money, get the best service. So call us.



Our Car Quiz and much more inside.

← Happy customer holding 15 bucks.

E-Mail: [service@georgewitt.com](mailto:service@georgewitt.com)

