



# George Witt Service

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

(including Acura, Lexus and Scion)

# Newsletter

Celebrating 20 years in business

**June 2015**

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## **I’m Back on the Counter!**

Celebrating our 20th year in business, I’ve finally decided to dedicate myself to my own true passion—helping our friends and customers take care of their cars and solve transportation problems.

This is my 4th month working the office and I’m having the time of my life. When you call the shop, I’ll be the one who answers. If no one answers, I’m probably busy, but I check caller ID and respond to phone messages regularly.

The car business has changed radically and it’s more important than ever to have someone who truly understands not only the vehicles, but also how to take care of customer concerns.

I love my job, I love seeing all the long-term customers and I really love figuring out how to deliver better service, for a lower cost.

## **New Approach to Business**

One of the problems of running a repair business is attempting to finish every job to meet customer’s completion time requests. Ultimately, this sets up a production schedule based on unrealistic expectations. This means constantly interrupting those working and asking them to switch tasks in the middle of a job, or hurrying people up. The result is a disruptive workplace, low output and production prone to mistakes.

Our new plan involves loaner cars to reduce customer inconvenience. You drop off your car, take one of ours and get on with your busy life. Time of completion is no longer a big deal to you, you’ve got wheels.

I write up all the business, throw it through a hole in the wall to the shop and let Sal, our expert

Master Auto Technician, attack the pile in the most efficient manner. He doesn’t need to watch brake fluid drip, he can open the valves and move to another car. It’s not uncommon for him to have 4 or 5 cars in process at any one time.

Sal understands the importance of diagnosing cars right away and moving on to another job, while I’m finding parts and creating estimates for the first one.

This new efficiency takes the pressure of time of completion out of the equation and has resulted in a production increase of nearly 40%, while at the same time reducing mistakes.

Every customer is called promptly when their car is done and, in the event it doesn’t get done, they can keep our car overnight, no big deal.

## **Interest-free financing available**

We now offer financing available through Synchrony Bank. Over \$199, you can get 6-months, same as cash. \$750 and over and you’re eligible for 12 months, no interest. You only have to make level payments over the finance period. It’s easy, call us.

**402.434.6961**

**www.georgewitt.com**

## Car Quiz

1. T or F—If you're involved in an accident where air bags deploy, avoid breathing the air bag smoke. Get out of the car quickly.
2. T or F—If you're near a car fire, avoid breathing the smoke, it's highly poisonous.
3. T or F—Never put regular grade gasoline in a vehicle designed for premium.
4. T or F—More vehicle batteries fail in hot weather than in cold temperatures.

## Answers to Quiz

1. False—The "smoke" from a deployed air bag is completely harmless and most of it is talcum powder from the air bag packing. Relax a second and assess your physical situation before you start moving in a panic. You could injure yourself worse.
2. True—There's a lot of toxic stuff in a car and the smoke from a car fire is poisonous. Also realize that cars go up in flames in very short order. Resist the temptation to get anything besides yourself out of the car, it will be gone in no time.
3. False—Cars designed for premium will adapt to regular fuel when necessary. If you're almost out of gas in Surprise, NE, go ahead and fill 'er up, Vern. You can drive it better than you can push it.  
However, if you're so cheap that you want to use regular grade all the time, you should think about buying a car that takes that. It's not good for the car to use the wrong fuel over a long period of time.
4. True—The heat sucks the life out of a lead acid batteries. In addition, there are cooling fans that run frequently and this also is really hard on batteries.

We've recorded the ages of failed batteries over a long period of time and, using statistical analysis, have determined that battery failures ramp up dramatically at 39 to 42 months.

The best way to protect yourself against battery trouble is to simply replace batteries at 36 months, as a maintenance item.

Can't you test mine, now? Sure. We tested every battery in every car for 5 years and found that battery replacement on our schedule was far more effective at preventing trouble than battery testing.

Batteries that failed testing might still be going strong a year later and batteries that tested good could fail within a month. It really depends on your own personal threshold of adventure.

Besides, a weak battery can also cause your air bag system to quick working, due to low power.

## Takata Be Kiddin' Me

The most affected vehicles regarding the Takata air bag recall are those exposed to high heat and high humidity. Cars sold or used in Alabama, California, Florida, Georgia, Hawaii, Louisiana, Mississippi, South Carolina, Texas, Puerto Rico, or the U.S. Virgin Islands should be considered a serious risk. The rest of us can breathe a little easier.

**What you need to know**—First, it will take years to build all the airbags needed to take care of the roughly 38 million (so far) affected vehicles.

Second, there have been 6 confirmed deaths and a hundred injuries in the initial pool of 8 million suspected faulty air bags. According to the National Safety Council, 346 people drowned in the bathtub in 2000. Don't get too worried over air bags, the odds are on your side. You can keep bathing, too. ☺

**3 things you can do to be safer**— First, stop texting and driving, and stop talking on the phone and driving. Distracted driving is far more dangerous to you than an air bag malfunction.

Next, stop driving like a jerk. ☺ Cutting in front of people, making right turns on red in a hurry, pushing the yellow light (a fine Lincoln tradition), hitting the opening in traffic with skilled precision to enter a busy street or make quick left turn are all things that will get you into a serious accident if you do them enough times. Zen out a little bit, take your time and be safe first.

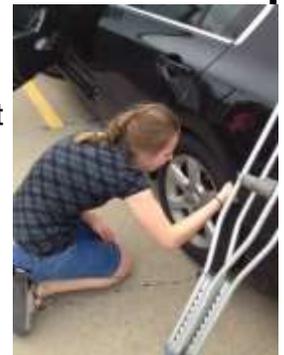
Finally, don't drink and drive and watch out for drunk drivers. Most drunk driving accidents and arrests occur between 10pm and 2am. Either get off the road during those hours or assume every other driver on the road is drunk and drive accordingly.

## 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.

## Girl Scout Car Class

We recently hosted a car class for a Girl Scout group and it was really fun. The girls were very attentive and engaged. Here's a Scout checking tread depth on the tires of the car picking her up after class. A St. Auto Parts donated a tire gauge and a tread depth tool for each Scout.



**Girl Scouts, continued**— We're happy to put on a Car Class for any group that would like to have one. Please let us know and we'll work with you.

**4 Ways to Avoid a Flat Tire**

**1. Keep** a lot of tread on your tires. Replacing them at 5/32nds tread depth is best. New tires have 10/32nds and the industry standard for worn out is 2/32nds. Thicker rubber is more difficult to pierce, so you'll have fewer flats.

**2. Check** the air pressure in your tires before a trip. Tires should always be checked cold, as they gain about 6psi as they warm up, which can only take a mile or two of driving. Low tires flex the sidewall more, which generates more heat. That increases the chances of a blowout.

**3. Get rid** of tires that are 6 years old or older. The sidewalls get weak and they're prime candidates for a high speed blowout in summer heat.

**4. Avoid** any road debris you can, particularly chunks of rubber from a blown out tire on the highway. They have steel strands sticking out of them that reach out and puncture sidewalls if you get too close. It's like their last dying revenge... ☺

**AC Maintenance That's Free**

When you wash your car, spray some water softly into the grille for a few minutes. It's the AC condenser, not the radiator fins, that you see when looking into the grille. The condenser gets plugged with bugs, dust, seeds and corn cobs. Rinsing this stuff out helps it better exchange heat and also reduces the operating pressure of the system. Less stress on the AC compressor and rubber hoses, less chance you'll perspire. Oooh.

**Cranks, Won't Fire in Hot Sun**

If you car cranks, but won't fire after sitting in the hot sun, open the doors and cool the interior. In a few minutes, it should start like nothing was ever wrong. Then call us for a repair appointment. We can fix it.

**Never a Shortage Here**

Many of our long term customers can attest to the fact that there is no shortage of humor or passion at our shop. I am \*so lucky\* to be able to continue to work at my job, seeing all the nice people that are our customers every day.

It's a real plus to be able to team up every day with Sal, a very perfectionist technician. His work is amazing and consistently top quality.

**Vacation Inspection \$29.**

A very complete inspection to help you decide if you should drive it, trade it or rent a car for your Summer travels. You'll get a written report and a prioritized list. Special ends 8/30/15.

**20 Summer Wittbucks!**

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

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

This deal expires 8/30/2015. 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 8/30/15. 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.

**"Super Discount" Conventional Oil Change Service.**

**\$14.50+ Tax**  
Parts & labor incl.

We'll wipe off the filter and change the sticker. ☺ Coupon expires 8/30/15. Regular price \$19.95. 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 8/30/15. 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 8/30/15. **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**

### Changing Our Name?

Well, we changed our mind. Look, an investment group bought Gateway Mall and changed the name of the Mall. We all still called it Gateway.

The reality is that George Witt Service has a ton of goodwill, lots and lots of great Internet reviews and many loyal customers. We're just going to leave it that way. Call us what you want, just call us. ☺



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

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### We help people find reliable transportation.

Finding a good car for less than \$5,000 is a real challenge, but we can help you do it. Some people have brought in 4 or 5 cars, but determination pays off. We perform pre-purchase inspections. Only \$75.



**402-434-6961**

### Newsletter for Owners of Select Asian Cars

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

Prsrt Std  
US POSTAGE  
PAID  
Permit No. 1359  
Lincoln NE



### We'll be closed the week of June 8th thru 12th for Vacations

Our new business model is to provide the finest service possible and use the most efficient processes to keep our prices low.

This means we'll be closing periodically for vacations or training. Your car is well maintained and you don't need us every day, anyway. :) I'm taking time off to ride my bicycle. Besides, I deserve it. ☺

For emergency service, call Watson's Auto,  
3033 N 33rd St. 402-325-0139

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



Inside:

Our *Famous* Car Quiz,  
What you can do about the air bag recall,  
4 ways to avoid a flat tire,  
Free maintenance on your car's AC,  
Girl Scouts,  
and much more!

**Quick convenience tip:** When you call to schedule an oil change or service work, have the miles on your car (odometer reading) handy. It helps us advise you on what the car needs, or if it even needs anything at all.