



www.baierl.com

www.baierl.com....THE FUTURE OF THE INTERNET IS NOW

Just imagine! The time has come when you can communicate your automotive needs out of the convenience of your home or office, and virtually buy or arrange for servicing of your vehicle without seeing our dealership until the day you arrive.

The Internet is changing the way we do business. Experts have predicted for some time that the Internet would be used in every home and business in the world. In our wildest dreams, no one envisioned the intensity of this explosion.

At Baierl, we have committed to a full-time department dedicated solely to the Internet customer and their needs. Bob Kress was recently named Internet Coordinator for our entire Family of Dealerships. Bob can be reached at bobkress@baierl.com, or at 724-935-3711, EXT 2055. His role is to serve as the contact person for all Internet sales inquiries and service related requests.

Bob will work closely with all the Baierl stores to ensure complete satisfaction for our Internet customers. A team of store representatives will be working with Bob to ensure timely and efficient service on any Internet request. **The Future of the Internet is Now at Baierl!**

Here's what some of our Internet customers have to say.....

Dear Bob,

I sent an email to you on 5-7-00 inquiring about a new Toyota camry. Just wanted to say thank you to you, Bill Baierl, Jason and Steve at the dealership. My husband and I bought a 2000 camry, you were right, it was hassle free. We visited other local dealerships, both in person and on the Internet. Your web site was far superior to theirs, as they seemed to be using last years websites. They didn't even list current color and features available.

Again, thank you for your no haggle pricing. I would appreciate it if you would pass along our thanks to Bill Baierl and Jason at the dealership.

Sincerely,

Nancy Jones

Baierl Toyota Customer

Hi Bob,

I just wanted to comment on how impressive this internet service was for my husband and I. Since we both work long hours during the week, weekends are our only time to spend with our one year old son. Kyle was quite informative on the Honda products and helped finalize our decision to purchase a Honda Accord. Doing the "no-pressure" / "non-obligated" negotiation online made it easy, since we didn't have to be present at the show room. Hopefully, this service is here to stay.

Sincerely,

Dana Waters

Baierl Honda Customer

Sharing The Road With Wireless Phones

Wireless phones are almost as common in vehicles today as radios, cup holders and seat belts, with more than 80,000 million users chatting it up everywhere from restaurants to highways.

While this innovative technology is credited with saving lives along our highways and byways, drivers who use their cellular and digital phones carelessly are causing accidents, injuries and deaths across the nation, leading to cries for significant restrictions on their use while driving.

But wireless phones and vehicles can co-exist safely on our roadways, if they are used responsibly, sensibly and properly.

Tips For Safe Wireless Phone Operation

Unless it's absolutely necessary, always place calls while you are pulled over or stopped. If you must make calls while driving, exercise these precautions:

- Get to know the features of your phone, including automatic redial and your keypad.
- Use hands-free devices whenever possible.
- Position your phone within easy reach.
- Suspend all conversations during hazardous conditions, including incimate weather, construction zones and heavy traffic.
- Never take notes or look up phone numbers while traveling.
- Save emotional, tense or stressful conversations for another time.
- Concentrate on the road, checking rear and side mirrors often.



BOB KRESS
Internet Coordinator

Special Internet Offer

To expand out Internet database information, we are asking our valued customers to provide us with their e-mail address. This address will be kept confidential and those customers who provide this information will receive periodic special offers directly via the Internet.

As an incentive for providing this information, we are providing the following special offer:

\$9.95 Lube, Oil, and Filter

To take advantage of this initial offer, please send your e-mail address via the internet to Bob Kress, our internet manager at bobkress@baierl.com. Upon receipt, Bob will send a certificate of acknowledgement that you have qualified for the special offer. This acknowledgement must be presented to your Baierl service representative prior to the service being performed and cannot be combined with any other advertised specials. The offer is good until August 15, 2000. Actual service may be performed any time on or before December 31, 2000.

You May Be Ready for Vacation ... But Is Your Transportation?

Your bags are packed, the house is locked up and Fido is already settled in at the kennel. If you think you're ready for vacation, think again. Have you prepared your wheels for the journey that lies ahead?

In his book, The Basic Guide to Auto Care and Repair, "Motorman" Leon Kaplan recommends using the following checklist to keep your travels as uneventful as possible.

- ❑ **Get a tune-up.**—With regular tune-ups, you'll improve both your performance and your fuel economy.
- ❑ **Check the condition of your battery.**—Did you know that summer's high temperatures are extremely taxing on your battery and speed its deterioration? If your battery is more than a few years old, have it tested before hitting the road.
- ❑ **Make a change.**—Before a long roadtrip, change your oil, oil filter and air filter.
- ❑ **Test your brakes.**—A spongy feel, scraping noise or pulling could mean trouble.
- ❑ **Check your cooling system.**—Flush or refill your coolant system every two years or 30,000 miles.
- ❑ **Inspect all hoses and belts.**—If hoses feel hard or belts are frayed, get them replaced.
- ❑ **Inspect air and gas filters.**—These are inexpensive for most cars and a good idea to replace before any long trip.
- ❑ **Check exhaust system for leaks.**—An exhaust system in good condition prevents deadly carbon monoxide gas from entering passenger area.
- ❑ **Examine your tires.**—Check your tires for proper inflation and for wear. Tires should be rotated every 6,000 to 8,000 miles.
- ❑ **Fill wiper fluid reservoir and replace wipers for any major trip.**—The last thing you want while traveling is to get caught in a rainstorm and discover that your wipers are working poorly. .
- ❑ **Check head lights, brake lights and turn signals.**—Make sure that everything is working properly.
- ❑ **Pack an Emergency Road Kit.**—While traveling, you should have a flashlight, blanket, jumper cables, first aid kit, tow rope with hooks, tire gauge, a CFC-free tire inflator, extra coolant, water and oil, fire extinguisher, duct tape, a small set of tools, extra hoses and belts, and, finally, an extra set of keys.

Toyota Service Expansion

Due to tremendous growth of our Toyota clientele, the Baierl Family of Dealerships has invested over \$300,000 in expanding the service department at Baierl Toyota. The result is 8 new service bays, and improved detailing facility, high-tech diagnostic equipment, more tool storage and over 4,000 square feet of new facility.

It is our pleasure to provide exemplary service to the Toyota owners in and throughout the North Hills and Butler and Beaver Counties. As Toyota is producing more than a million vehicles in North America, we are staying ahead of the increasing demand for competitive, factory-trained servicing and maintaining of Toyota vehicles. Please take a moment to come and visit our new facility.

Employee Spotlight

Baierl is proud to announce the following:

Professional Service Guild Certification - The following Chevrolet Service Technicians who received the 1999 Certification Award from the Professional Service Guild:

Tom Tevis	Mark Thoma	Larry Bradt	John Chizmar
Rex Dietz	Jim Mitchell	Gary Boehler	

Jay Gagne, Service Manager, also qualified for this prestigious certification.

Kia Awards - Amy Smith – Kia Warranty Administrator, was awarded the Bronze and Silver Awards for exemplary warranty submission pay ratio and continuous months of factory related service.

Mitsubishi Member of Parts Excellence – Mark Ludwig and Steve Koski, Mitsubishi Parts Manager and Counterperson, respectively, were awarded Members of the Mitsubishi Parts Excellence team for the Year 2000.

Best Service Department – Baierl Honda was awarded the Readers Choice Award, for the Auto Dealership with the Best Service Department in the Northern Suburbs by the readers of Gateway Publications as of April 2000.

Master Manager – Tim Brady, Warren Babish, Jay Gagne, Mike Maleski, Jeff Nock

Oldsmobile-Cadillac Awards – The following store and individual awards were received:

- **Top 100 New Vehicle Dealers in the Nation – Oldsmobile**
- **Top 50 Certified Used Vehicle Dealers in the Nation – Cadillac**

Certified Oldsmobile and Cadillac Product Specialists – Vince Bellissimo, Eric Olender, Fred Carmichael, Art Massimiani, Dave Burke, K.C Copeland, Mark Garrison

Acura Sales Awards – The following salespersons were recognized by the Acura Council of Sales Leadership:

- **Gold Award** – Tony Daniele
- **Silver Award** – Rob White, Jamie Keith, Mary Beth Belsito

Toyota – Bob Baycer was awarded the Bronze level from the Toyota Sales Society for outstanding sales effort.

Congratulations to all for a job well done!