

Summer Savings
Coupons Inside!

Summer 2000 Edition

WEXFORD ☆ CRANBERRY

Where you get treated like a star.

A Newsletter for Old Friends and New Friends of the Baierl Family of Dealerships.

**At Baierl,
our goal
is to
“treat you
like a
star.”**



BILL BAIERL



LEE BAIERL

THE BAIERL FAMILY....CONTINUES TO GROW

By the time you read this newsletter, the Baierl Family of Dealerships will have added a new location and 4 new franchises of vehicles to sell.

We are proud to announce the opening of Northpointe Automotive in Seneca, Pennsylvania, very close to the Franklin-Oil City area. Northpointe brings Chrysler, Jeep, and Dodge vehicles to the Baierl line-up. While we understand that it may be an inconvenience for our existing customers to travel this distance to shop, we are more than willing to bring the vehicle to you. If you have an interest in any of these products, just follow these steps:

- Contact your existing sales representative or store manager by phone or e-mail us with information on the product of your choice.
- Receive a hassle free price quote and trade allowance by phone or e-mail.
- Take delivery of your vehicle in the comfort of your home or office.
- Service and maintain your vehicle through the Baierl Family of Dealerships in Wexford.

It's that simple. The dealer you've come to know and trust now has the availability of Chrysler, Jeep, and Dodge vehicles. We can't wait to save you time and money on your next Chrysler, Jeep, or Dodge purchase.

We are also proud to announce the addition of Daewoo products at our Chevrolet location in Wexford. Daewoo is manufactured in Korea and features a full lineup of cars at a tremendous value. Visit us and test drive the luxurious Laganza Sedan, the stylish Nubira Sedan and Wagon, plus the economical Lanos Sedan. All Daewoo products feature a 3 year warranty and free maintenance package.

Once again, we thank all of our loyal customers. It's your support that's helped our Family grow to better serve you. We appreciate your business and are dedicated to having you as a customer for life. We will never take your business for granted. That is a promise you can count on!

**Visit us 24 hours a day at
www.baierl.com**

Child Safety Seats:

Are We Taking Our Kids Out Too Soon?

Most of us would never dream of traveling down the highway unless our infants and toddlers were properly restrained in child safety seats. But, ironically, few of us realize the risks of strapping older children into seat belts designed solely for adults. And this common mistake is causing unnecessary deaths and disabilities in our children.

A recent study conducted by Children's Hospital of Philadelphia and the University of Pennsylvania School of Medicine found that small children restrained by seat belts alone were nearly *four* times more likely than those strapped into car or booster seats to suffer serious injury, particularly head traumas.

When a small child is involved in a crash, they often slip beneath the belt or their bodies fold in half because they slide easily out of the shoulder harness—if they were wearing it in the first place. Unfortunately, this can trigger serious abdominal, spinal and head injuries.

Considering that in 1998 more than 100,000 children under age six were injured in crashes and more than 697 were killed, the following recommendations are ones that we should all take seriously.

So What Should We Do?

Safety experts recommend that children should remain in car seats until four years of age. At that time, they should graduate to a booster seat until they are tall enough to wear an adult shoulder harness safely and comfortably—and that may take until the age of nine.

While your seven-year-old may fervently protest his need for a booster seat, his health, safety and possibly his life—may depend on it.



Chevrolet Since 1961



Mitsubishi Since 1989



Acura Since 1993



Kia Since 1997



Honda Since 1973



Cadillac-Oldsmobile Since 1992



Toyota Since 1996

**Introducing
Daewoo
June of 2000**

GET PUMPED TO
SAVE GAS MONEY

Unless you've been asleep for the past few months, you probably know that we're in the middle of a gasoline crisis that has Americans shelling out more per gallon than we ever have before.

In fact, we're currently spending .45 cents more per gallon than we did just one year ago. It's enough to make you want to dig out that bike that's been buried in the garage for the last decade!

While we can't help you find your missing 10- speed, we can help you squeeze more miles out of every gallon of fuel that you pump into your tank. By employing these tips, your car-and your budget-will run a lot smoother.

Frequent Check-Ups

Keep your vehicle operating at peak efficiency by changing oil every 3,000 miles, closely monitoring tire pressure and getting regular tune-ups.

Don't Be A Lead Foot

Slow down. Driving 55 mph instead of 65 mph can improve gas mileage by about 15%, says the Environmental Defense group.

Don't Be a Hot Head

Make sure your vehicle's cooling system is operating properly. An engine that runs hot causes excessive engine wear and reduced fuel economy.

Stay on the Straight and Narrow

Keep the front wheels in proper alignment. Improper alignment causes unnecessary tire wear and puts an extra load on the engine and transmission.

Stay Cool

If you're cruising the highway, roll up the windows and turn on the air conditioning. At high speeds, open windows increase wind resistance, which drags down fuel economy.

Be a Turn-Off

Shut the engine off if you plan to sit for more than a few minutes. This step can save up to a gallon of gasoline per hour.

Create Some Sparks

Check your spark plugs periodically. In a four cylinder engine, just one misfiring spark plug can decrease gas mileage by 20%!

Is Your Car
Trying
To Tell You
Something?



Those spots on the garage floor are more than an eyesore, they could mean serious trouble for your car. Understanding what they mean can help you pinpoint problems, avoid costly repairs and save time by helping you clearly communicate symptoms to your service technician.

Black or Brown Spots – Most likely engine oil.

Bright Green or Yellow – Radiator coolant/antifreeze

Rusty or Orange – Most likely coolant, mixed with rusty water, from your coolant system. See a technician to have your system flushed.

Red or Pink – Probably automatic transmission fluid.

Red, Pink or Clear – If oily to the touch and found in the front towards the bumper, it's probably power steering fluid.

So the next time you see an unsightly mess on your garage floor, do some detective work before you grab the hose. It could save you some headaches-and costly repair bills-down the road.

Keep Your Vehicle
Out Of Thieves' Reach

If you think that your car, truck or van is safe, consider this: a vehicle is stolen in Pennsylvania every 11 minutes. That's nearly 1,000 cars, trucks, vans and SUVs every week!

While no vehicle is completely theft-proof, you can take steps to encourage crooks to move on by making it difficult to steal your wheels.

Here are some pointers from Pennsylvania Auto Theft Prevention Authority that will help deter thieves from stealing your vehicle and enable law enforcement officials to recover it in the event of a theft:

- ✓ Park vehicle with wheels turned to the curb.
- ✓ Back into your driveway if you have rear-wheel drive.
- ✓ Always engage your emergency brake when parked.
- ✓ Remove the electronic ignition fuse, coil wire and rotor distributor if you need to leave your vehicle unattended for an extended period of time.
- ✓ Lock both vehicle and garage doors.
- ✓ Never hide a second set of keys in the car.
- ✓ Etch car windows, as well as accessories and major parts with Vehicle Identification Number.
- ✓ Drop business cards, address labels or other ID inside vehicle doors.

COMMUNITY CORNER

Town of McCandless Volunteer Fire & Rescue Service

The Baierl Family of Dealerships recently sponsored the 2nd annual "Balls of Fire" Golf Outing. The donation helped make the event a huge success.

United Way Bronze Award

Baierl is proud to announce that our Family has once again earned the prestigious Bronze Award from United Way. This award recognizes the outstanding effort and generosity of our employees with respect to our annual giving campaign. Already, our hard working committee members are planning this year's campaign. Thanks to all of our committee members, employees and vendors who contribute to make our annual campaign a huge success.

SUMMER SERVICE SAVINGS!

- 14 point inspection
- Add up to 5qts of oil
- Complete chassis lube
- Genuine original equipment oil filter

Quick Lube
29 min. or less
or your next oil
change is free!
No appointment
necessary.

Lube, Oil &
Filter Change
\$2.00 OFF
regular price

PRESENT COUPON AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER ADVERTISED SPECIALS. OFFER GOOD THRU 09/30/00.

Super Savers Bonus Check

YOU SPEND THISYOU SAVE THIS

\$99.95-199.99.....SAVE \$10.00
\$200.00-299.99... ..SAVE \$20.00
\$300.00-399.99.....SAVE \$30.00
\$400.00-499.99.....SAVE \$40.00
\$500.00-AND UP.. ..SAVE \$50.00

OFFER EXPIRES 09/30/00

UP TO

\$50⁰⁰ AND 00/100 DOLLARS

Baierl
Family of Dealerships
Where you get treated like a star.

PA State and Emission Inspection
\$5.00 off regular price
• Perform PA state safety inspection
• Perform PA enhanced emission test

PRESENT COUPON AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER ADVERTISED SPECIALS. OFFER GOOD THRU 09/30/00.

10% off
Major Service
Package

PRESENT COUPON AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER ADVERTISED SPECIALS. OFFER GOOD THRU 09/30/00.

Free! Brake Inspection
with Purchase of
Tire Rotation

- Rotate Tires
- Check and adjust air pressure
- Inspect brake lining condition

PRESENT COUPON AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER ADVERTISED SPECIALS. OFFER GOOD THRU 09/30/00.

Thrust Angle Wheel Alignment
\$5.00 off regular price
• Perform 2 Wheel Alignment
• Audit Rear Axle to Verify Proper Position
• Set Toe In

PRESENT COUPON AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER ADVERTISED SPECIALS. OFFER GOOD THRU 09/30/00.



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!

Complete Interior & Exterior Detail

\$139.95

Power scrub carpet and upholstery,
wash, buff, & wax exterior, clean
& degrease engine compartment
by appointment only.

PRESENT COUPON AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER
ADVERTISED SPECIALS. OFFER GOOD THRU 09/30/00.

12 Reasons Why You're Always a Star With Baierl!

	Baierl	Independent
1. Factory Certified Technicians	Y	N
2. Early Bird Drop Off	Y	N
3. Shuttle Service to Your Home or Office (some restrictions apply)	Y	N
4. Complete Body Service with Spray System	Y	N
5. Discount Rental Cars	Y	N
6. Quick Lube Guarantee - 29 minutes or Less	Y	N
7. Genuine Factory Parts	Y	N
8. Extended Hours	Y	N
9. We Service Over 40% of Cars & Trucks Sold	Y	N
10. 12 month/12,000-mile warranty (parts & labor)	Y	N
11. Competitive Pricing	Y	N
12. Notification of current outstanding recalls/campaigns on your vehicle	Y	N

Dealer	Phone	Parts	Service
Honda	(724) 935-3711	Mon, 8am-9pm • Tues-Fri, 8am-5pm • Sat, 8:30am-1pm	Mon, 7:30am-9pm • Tues-Thurs, 7:30am-6:30pm • Fri, 7:30am-5pm
Acura	(724) 935-8100	Mon-Tues, 8am-7pm • Wed-Fri, 8am-5pm	Mon-Tues, 8am-7pm • Wed-Fri, 8am-5pm
Mitsubishi-Kia	(724) 935-3711	Mon-Fri, 8am-5pm	Mon-Thurs, 7:30am-6:30pm • Fri, 7:30am-5:30pm
Cadillac	(724) 935-4641	Mon-Fri, 8am-5pm • Sat, 8am-2pm	Mon-Thurs, 7:30am-5pm • Fri, 7:30am-6pm • Sat, 8am-2pm
Toyota	(724) 772-1600	Mon-Fri, 8am-5:30pm • Sat, 8:30am-3pm	Mon-Thurs, 7:30am-6pm • Fri, 7:30am-5pm • Sat, 8am-3pm
Chevrolet	(724) 935-3711	Mon-Fri, 8am-5pm • Sat, 8:30am-3pm	Mon-Thurs, 7:30am-6:30pm • Fri, 7:30am-6pm • Sat, 8am-3pm