

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.



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Chrysler Jeep Dodge
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