

Birchwood GM's PALAY PRESS

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The Birchwood Compass

For over forty years, we have enjoyed a position of leadership in the retail automotive industry in Winnipeg by developing a strong reputation for unparalleled customer service and by taking every possible opportunity to reinvest much of our financial and personal resources back into our community.

Our commitment to the welfare of the city of Winnipeg has always been shared by our team members and is evidenced by our unequalled level of participation in the United Way's annual employee fund-raising campaign. In addition, we have consistently adhered to a number of unwritten, common sense principles that have provided the framework for our organization philosophy. Terms such as honest, fair, loyal and progressive accurately describe our team members and our way of doing business. **Collectively these principles have been our compass through good times and bad.**

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GOOD "Vibe"rations

Freedom Comes With Five Doors

Uptown, downtown or out-of-town – Vibe gets you where you want to go. The 2005 version flaunts tight lines, a redesigned front fascia and grille, and a now-standard [monotone exterior](#). The best part is that on top of its great looks, it's a seriously versatile vehicle with the convenience of five doors and tons of cargo space.

At its core though, Vibe is all about you. That's why it offers [so many options](#). If you want leather-appointed seating, you got it. A sunroof? No problem. [17-inch wheels](#)? Check. And that's just a taste. Vibe is a thoroughly modern vehicle for discriminating owners who know where they're going in life and want to arrive in style.

If you are looking for a trendy, functional, practical, and highly efficient vehicle the VIBE is for you.

Call me at 837.5811 to test drive the Pontiac Toyota joint venture. You won't regret it!

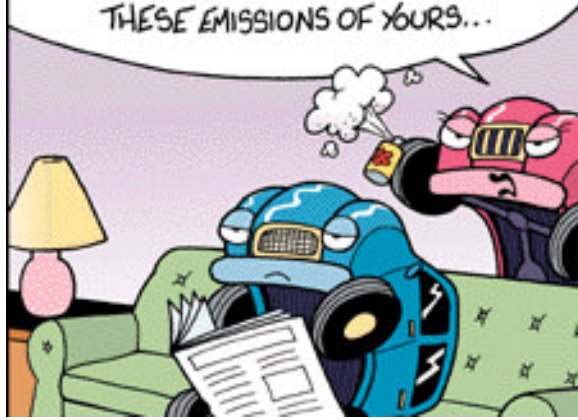


Lease rates are as low as \$ 270.00 per month!



off the mark by Mark Par
www.offthemark.co

FOR PETE'S SAKE, ROBERT... IT'S TIME
YOU SAW A MECHANIC ABOUT
THESE EMISSIONS OF YOURS...



SPRING SERVICE TIPS

*The main thing to remember is that Maintenance Schedules exist to help keep the wear and tear of your vehicle to a minimum.

Tires: Wear Problems based on 3 criteria;

- Check tire **pressure** monthly.
- **Rotate** tires every 10,000 KM'S.
- Wheel **alignment** every 20,000 KM's

Oil and Filter

- Highest % of maintenance related failures due to these items.
- When neglected, overheating, valve train failure, leaks, noise, and high emissions may be noticeable.
- If neglected for a long period of time cylinder walls and pistons will start to show severe wear.
- If your car has an Oil Life Monitor it will tell you when to get service. If not it is safe to use the 5,000 KM or 3 Month formula.

Air Filter

- Should be inspected at every oil change.
- They have the shortest time span for performing at peak efficiency.

Call our service department at 837.5811 for an appointment. They were voted #1 in Customer Satisfaction for GM in Manitoba!

E-mail me michaelpalay@shaw.ca for coupons, **or if you have any questions for our technicians.**

Protection Down the Road

You have just completed your search and purchase of your perfect vehicle.

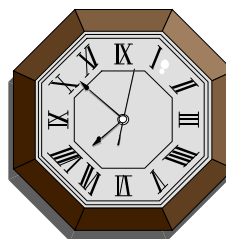
Be it New or Used you are concerned about what options are available to protect your vehicle inside and out for many years to come.

My recommendation is to have a totally open mind when you sit down with one of our Business Manager Specialists.

They will review the many options available for both new and used vehicles.

Here are some of the basic points to consider;

- You have just leased a vehicle for 48 months. The problem is that the factory warranty only covers 36 months. The Business Manager will explain how inexpensive it will be to extend the factory warranty for the final year of your lease.
- You have taken advantage of one of the GM Program vehicles. You have saved thousands of dollars on this one-year pre-owned vehicle. However you only have a little over 1 year remaining on the factory warranty. In order to ensure you take advantage of the great deal you just made it is important that you obtain extended warranty. This will ensure a true peace of mind as you enjoy your new vehicle.
- Regardless if you are the type of buyer that keeps their vehicle for 8 – 10 years, or 3-4 years, you want to ensure that your vehicle is protected against the damaging effects of the sun, road salts, various pollution, spills and grime. The bottom line is that there are Protection Packages that can keep your vehicle looking new for your own pleasure or for resale!
- While new vehicles come with better warranties, an Under Coat Protection creates a more quiet ride, insulates for heat and cold, and prevents corrosion,



Remember April 3rd is Daylight Savings Time. Change the clock in your car to avoid missing those important meetings! Call me at 837.5811 if you require any help.

If Microsoft were GM

Microsoft should make cars, GM should make software:

At a recent computer expo, Bill Gates reportedly compared the computer industry with the auto industry and stated: "If GM had kept up with technology like the computer industry has, we would all be driving twenty-five dollar cars that got 1000 miles to the gallon."

In response to Bill's comments, General Motors issued a press release stating the following: "If GM had developed technology like Microsoft, we would be driving cars with the following characteristics:

1. For no reason whatsoever, your car would crash twice a day.
2. Every time they repainted the lines on the road, you would have to buy a new car.
3. Occasionally, your car would die on the freeway for no reason, and you would accept this, restart, and drive on.
4. Occasionally, executing a maneuver such as a left turn would cause your car to shut down and refuse to restart; in which case you would have to reinstall the engine.
5. Only one person at a time could use the car, unless you bought 'Car95' or 'CarNT.' Then you would have to buy more seats.
6. Macintosh would make a car that was powered by the sun, was more reliable, five times as fast, and twice as easy to drive, but would only run on five percent of the roads.
7. The oil, water, temperature and alternator warning lights would be replaced by a single 'general car fault' warning light.
8. New seats would force everyone to have the same back-end size.
9. The airbag system would say 'Are you sure?' before going off.
10. Occasionally, for no reason whatsoever, your car would lock you out and refuse to let you in until you simultaneously lifted the door handle, turned the key and grabbed hold of the radio antenna.
11. GM would require all car buyers to also purchase a deluxe set of Rand McNally road maps (now a GM subsidiary), even though they neither need them nor want them. Attempting to delete this option would immediately cause the car's performance to diminish by 50 per cent or more.
12. Every time GM introduced a new model, car buyers would have to learn how to drive all over again because none of the controls would operate in the same manner as the old car.
13. You'd press the 'Start' button to shut off the engine.

Please call me at 837.5811 to discuss any vehicle needs.

“NOW YOU HAVE A FRIEND IN THE CAR BUSINESS”.

MICHAEL PALAY