

# Birchwood GM's PALAY PRESS

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## Purchasing a new Vehicle should be FUN!!!

### Choosing the Right Set of Wheels

The following information won't turn you into an instant expert. What it will do is help you understand and identify key elements you may want to consider when buying your first new vehicle or pre-owned vehicle.

A good starting point is to learn the basics about automotive terminology and technology. This knowledge offers two benefits: it will help match you with the right car and will give you shopping confidence.

One of the most important tools in your search is to find a Sales Consultant that you are comfortable with and to allow him/her to work for you.

When I was selecting a Dealership to work at I used many of the same criteria that a consumer should use. My decision to join Birchwood Pontiac Buick GMC was based on their award winning Service Technicians, the Mission Statement of the Dealership (i.e. reputation and credibility of the dealership in the community), and lastly the scope of the Dealership. This last point is significant as I can analyze my client's needs and help them choose a vehicle from any of our 15 Brands of Automobiles!

### Insider Tips for Choosing

Don't rush your decision. Gather as much info as possible from a variety of sources.

#### 1. Performance

"Performance" is not just about speed, it's about how your car operates. The kind of performance you require from your car has everything to do with you, your priorities and expectations.

Are you more concerned with how quickly you can leave a stop light or how far you travel between fill-ups? Do you care more about how your car corners or how smoothly it rides on the highway?

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## Injected With Attitude!

With all of the well deserved hype that the New Pontiac Models have received this past year, the Pontiac Grand Prix has quietly remained one of the most popular Sports Sedans at Birchwood Pontiac and for good reason.

Grand Prix's looks are anything but deceiving. Its sleek front end, streamlined body and aggressive stance let others know that you're in charge. This bold sports sedan makes power and control a priority with an available 260 hp V6 engine (standard on GTP) and standard next-generation WideTrack™ handling. And that's just for starters. From Magnasteer speed-sensitive steering to its available [17-inch wheels](#) (standard on GTP), check out what other [features](#) set Grand Prix apart. If it's just a good, long look you're after, then [feast your eyes](#) on every one of its high-performance angles.

The most popular model is the Grand Prix GT. It includes a 6-way power driver's seat, 4-wheel ABS, Magnasteer power steering, enhanced traction assist, tire inflation monitor, and the convenience of the Lifestyle Package and remote vehicle start. For safety's sake, OnStar® is standard. Last but not least the best over all engine GM has ever developed, the 3.8 Litre!



**Call Michael Palay at 837.5811 to test drive the 2006 PONTIAC GRAND PRIX!**

**Now you have a friend in the car business.**

PONTIAC



GMC

HONDA

SATURN

VOLVO

SAAB



INFINITI



JAGUAR



TOYOTA

LEXUS

It's important to know your priorities, because the more you know what you want, the more likely you'll be to wind up with a vehicle that performs the way you want it to.

## 2. Safety

Look for the little things. For example, does the rear window defrost quickly and in the critical vision zones first? Are the seat belts comfortable and adjustable for children? Do the headlights increase your night visibility sufficiently?

## 3. Reliability

If you know a reliable mechanic, ask for his/her input about various vehicles. Ask relatives and friends for their opinions.

## 4. Costs

- Look at the overall cost of maintenance over time: What are the service intervals recommended by the manufacturer (check the Web site)?
- What are the long-life, reduced or zero-maintenance items, such as:
  - Transmission fluid Engine coolant (e.g. Dex-Cool — 5-year interval)
  - Platinum tipped spark plugs
  - 2-sided galvanized steel
  - How long before your first regularly scheduled tune-up?
- Know which features of your vehicle will cost most to maintain in the future. (For example, your car may come equipped with platinum-tipped spark plugs. These are excellent, long-lasting performers - but expensive to replace. Find out if you can use standard plugs when your first set requires replacement.)

## 5. Options

Weigh the value of option packages and look for savings. Unless you crave every item in the package, you may be paying for features you don't really want.

Some options — such as air conditioning and sunroofs — can enhance the resale value of your car. Others, like automatic transmission on a sports car, can make a used car harder to sell.

## Insider Tips for Comparing

Ask every question you can think of. Don't feel embarrassed or intimidated.

Stay focused on what are your "wants" and what are your "needs". Visit auto manufacturers' Web sites: Some include vehicle comparisons.

### 1. Visiting a Dealership

- Visit the dealer/retailer's service department to get an understanding of how you'll be treated as a customer. If you have access to a vehicle that needs an oil change (family member or friend's vehicle) take it to the dealer you're considering to experience the service first hand.

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If you're comparing a few service providers, consider their facilities, training, product knowledge/familiarity and equipment. Ask for a tour of the facilities and check out the customer reception/lounge including whether or not a shuttle service is offered.

### 2. How to Test Drive a Vehicle

- The test drive is an enjoyable and exciting way to experience the vehicle first hand. See if the dealer or retailer can provide you with a Demo for an extended period. Not all dealers or retailers can do this, as insurance, liability and availability are definite factors. For a test drive, the dealer will ask you for proof you have a valid driver's permit. You may also consider renting the make and model, to get more time with the car.
- Bring a friend when you test drive. They may notice things you miss while you're concentrating on the road.
- Letting the sales consultant drive can be very useful in the demonstration of certain features. While the consultant may be required to drive on and off the lot, switch seats at the earliest safe opportunity. Try to get a feel for the consultant's enthusiasm and product knowledge. Inquire about advantages the vehicle has over competitive models.
- You are not limited to one test drive. A sales consultant who recognizes a serious prospect will let you take the car out again.
- Consider taking a test drive in less-than-perfect conditions: in rain, snow or after dark.
- Know the dimensions of anything you regularly plan to carry in the vehicle (e.g. mountain bikes, dog crates, 4x8 sheets of plywood).
- Take a tape measure with you or bring the item with you to see if and how it fits. Also, ask what accessories (such as roof racks) are available to add to the vehicle's cargo capacity.

Next edition: INSIDER TIPS FOR BUYING THE CAR

Please call me at 837-5811 to discuss any vehicle needs. [michaelpalay@shaw.ca](mailto:michaelpalay@shaw.ca)

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