



Birchwood GM's PALAY PRESS

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Michael Palay

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GM TRIPLE CROWN AWARD

My first year in the Automotive Retail Industry was very rewarding. The combination of working for an outstanding Dealership and the support from my clients enabled me to be honoured with;

- **#1 Volume Producer for Birchwood Pontiac Buick GMC.**
- **#3 Volume Producer for the entire Birchwood Automotive Group.**
- **SILVER Sales & Marketing Guild Award presented by GM of Canada.**
- Birchwood Automotive Group was my first and only selection as a Dealership to work at. For over 40 years the Chipman Family has been developing the Birchwood Automotive Group giving huge support to their employees, customers, and the Winnipeg Community.

General Motors of Canada awarded Birchwood Pontiac, Buick, GMC **the 2005 Triple Crown Award**. It goes to the dealership that attains the highest ranking of Customer Satisfaction in both Sales & Service.

Meet the Service Team that helped me attain my goals by supplying the best Customer service in the industry! These individuals work directly with the best **Technicians** in the Industry.

OUR SERVICE ADVISORS:



Bryan Brommell – the “toque” has been with us for over 2 years. For any problem big or small he can do it all!

Joey Fryza – has been with us for 8 years. With a full house of women he can fix any problem! Nice haircut Joe...



It's time to RAISE THE ROOF... Experience the PONTIAC G6

Raise the Roof with the new, much anticipated 2006 G6 Convertible! You're bound to cause a stir with this open-air beauty featuring a first-in-class power retractable Hardtop, true 2+2 seating, highly bolstered sport seats and a crisp, responsive ride. Whether you chose the GT or GTP model, you're in for a truly revealing driving experience.



FEEL ALIVE



FEEL ALIVE



Call Michael Palay at 837.5811 to test drive the 2006 PONTIAC G6!

**As me about:
My Referral Program!
GM's Student Bonus!
GM's Military Program!**



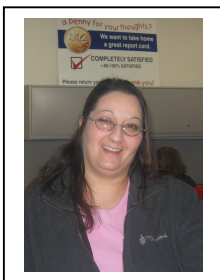


John Purington – has been with us for over 12 years. He treats your car like his own!

Graeme Philips – has been with us for over 5 years. He will “Serve and Protect” your car!



OUR SERVICE ADMINISTRATORS:



Anna Smith – has been with us for over 7 years. Bilingual, the self proclaimed “SEXY ITALIAN” is always having fun.

Suzanne Benoit – has been with us for over 2 years. Can always count on a smile; just call her “Blondie” this month!



OUR SERVICE MANAGEMENT TEAM:



Kieron Wall - SERVICE TEAM LEADER
Has been with us for over 30 years. He started when he was 12! His number one priority is to ensure that you are “COMPLETELY SATISFIED”. Rumour has it that he reports to Anna!

Lloyd Gross – Shop Foreman – has been with us for over 25 years. Squeak, Creak, Chatter, or Rattle, Lloyd will diagnose no matter what the battle.



Please call me at 837-5811 to discuss any vehicle needs from any of the Birchwood Brands. michaelpalay@shaw.ca

“Now you have a friend in the car business”

GM INNOVATION

These are some areas that GM introduced to the Industry!

Performance:

Anti Lock Brakes:

Anti-lock brakes are a computer controlled feature added to braking systems. With ABS, the driver applies firm but steady pressure to the brake pedal while the ABS computer rapidly and repeatedly engages and releases the brake. This helps to stop a vehicle without lock-up, skidding and loss of control. ABS debuted on the 1986 Chevrolet Corvette and was incorporated into smaller GM cars in 1991

ABS can help drivers stop quickly while still maintaining control, even on slick road surfaces. The system even tests itself, evaluating its signals and turning itself off should it detect a defect, leaving normal braking unaffected

Safety:

Air Bags

Today's air bag inflates in literally "the blink of an eye," - about 30 milliseconds. In 2001, GM implemented "smart air bags" on selected models. These advanced air bags tailor their release to the conditions of a crash, and soon GM will introduce a passenger-side frontal air bag that can sense a child's presence and automatically suppress during a crash.

GM is now the US market leader in installing side-impact air bags. The National Highway Traffic Safety Administration estimates the combination of an air bag in addition to a lap and shoulder belt reduces the risk of head injury by 81%, compared to 60% reduction for belts alone. GM's continued commitment to air bag safety includes testing improvements and the study of futuristic technologies

Maintenance:

Oil Life Monitor

To provide owners with a continued hassle-free ownership experience and more environment-friendly vehicles, GM engineers developed the GM Oil-Life System™. The patented engine oil life monitoring technology involves computerized monitoring of engine revolutions, operating temperature and other factors to determine when a vehicle's oil should be changed, as opposed to relying on fixed oil change **Innovation**

When the system senses a vehicle's oil nearing the end of its useful life, a dashboard alert notifies the driver that an oil change is required. Once an oil change is completed, the system is reset to begin a new analysis cycle. Almost 90% of GM's North American vehicles will feature the GM Oil-Life System, allowing drivers to potentially conserve nearly 37.8 million litres of oil annually.

The benefits to using the GM Oil-Life System are clear. For drivers who neglect to change their oil on a regular basis, it provides reminders that a change is due. Drivers who heed the reminder benefit by protecting their engines from premature wear. This may allow them to go longer between oil changes which will save money, time, and most importantly, precious resources

Manufacturing:

Hydro forming

GM uses more hydro formed steel than any other automaker and, since the mid-80s, has acquired 25 hydro forming patents and a wealth of design knowledge. This technique, currently used in the production of many GM models, including Corvette, Envoy and TrailBlazer, improves vehicle handling by stiffening the body frame by 450%. It has also reduced the amount of scrap steel from 24.5 kg (54 lb.) per frame to 4.5 kg (10 lb.).

Hydro forming creates lighter, stronger and more streamlined vehicles, reducing the drag coefficient and increasing occupant protection. The significantly reduced amount of scrap metal also protects the environment. Today, GM is working towards expanding its use of hydro forming to manufacture entire sections of a vehicle's body side.