



Birchwood GM's PALAY PRESS

Volume 8

Michael Palay

July/September 2006

Birchwood GM brings a little bit of CSI to every vehicle!

The weekend of July 1, 2006 over 32 vehicles were stolen in the Winnipeg Marketplace.

What does DNA have in common with vehicle etching? More than you might think. Both have a unique code and both can be used to fight crime.

Vehicle etching and DNA labels refer to a system that applies a car owner's specific and unique code to a vehicle in a number of apparent or concealed places (the corners of windows, on doors, etc.). Once a car is etched, a highly visible label is applied, letting potential thieves know it has been etched and the car's code is registered with a security company. Doing so makes it easier to track the car down if it is stolen-but it also makes the car less likely to be stolen in the first place. Here's how it works:



BIRCHWOOD GM offers "Etch" to all of our vehicles to reduce theft.

A **Police Traceable Identification Code** is stenciled onto all the major windows of your vehicle.

Theft-Deterrent decals on the driver and front passenger windows identify the vehicle as being protected by a national theft prevention company.

The non removable ID code and VIN number, are automatically **registered** into your name.

Etching **takes the profit out** of a stolen vehicle, as it costs between \$1,000 to \$5,000 to replace the windows.

This discourages thieves from taking the vehicle, preferring an un-marked vehicle instead. It also aids in recovering stolen vehicles.

One of the most effective ways of reducing vehicle theft.

Etching can not be disarmed, turned off, or removed!

Call Michael Palay at 837.5811 for more information.

CATCH THE NEW 2007 WAVE SEDAN

Fun has a new face and it's going to change the way you look at functionality. The fuel-efficient 2007 Pontiac Wave Sedan features the same practical exuberance and high-spirited performance as 2006, with stunning new exterior and interior styling plus an enhanced sound system to excite all your senses.

Discover the new Wave Sedan and fill up on the fun, without draining your wallet.

The 2007 Wave Sedan is loaded with the features designed to make your life equal parts fun and functional. Ample cargo space, responsive, peppy and practical — the new Wave Sedan is all that so you can feel even more playful.

Call **Michael Palay** to keep up to date with 2007 Pontiac Wave Sedan news and information.....



Call Michael Palay at 837.5811 for more information on the 2007 WAVE!

As me about:

My Referral Program!

GM's Student Bonus!

GM's Military Program!

Now you have a friend in the car business.



What the GM Commitment means for you

The GM Commitment is our promise to deliver world-class vehicles and outstanding value to Canadians.

Built with your life in mind, we provide solutions for the world you drive in because we're part of that world too. Whether you're busy shuttling kids back and forth to soccer games and swimming lessons, or you're juggling a demanding work schedule with outdoor, out-of-town activities on weekends; whether you worry about the cost of gas or how good your car looks in the company parking lot, we offer solutions to make the world you drive in even better.

The GM Commitment means you're not just buying a car, you're buying into what is most important and relevant to you: safety, quality, innovative design, fuel economy, performance, features and value.

Keeping You Safe is Our Goal

Safety is important to you and that's why it's important to us. We know you have days when you're in the car more often than you'd like, running errands and taking care of the daily business of life. Other days it's a pleasure to be out on the open road, enjoying the scenery and a different pace, in the comfort of your vehicle.

Your safety and the safety of others takes top priority. We design our vehicles to help keep everyone safe, especially precious cargo, so that when you're driving out of necessity or recreation, you can rely on GM engineering to help get you there safely.

GM Continuous Safety

Our commitment to the safety of our drivers means helping your prepare for the unexpected. You don't plan on being involved in a collision so we've developed ways to take care of you and your family before, during and - thanks to OnStar - after a collision. GM Continuous Safety is available on a large selection of cars, trucks, SUVs and vans and the following list shows how GM helps to keep your family safe.

Safety Before

Avoidance is key. The following technologies assist you in keeping dangerous situations at bay, giving you the tools you need to remain in control and safely on the road where you belong.

- **Anti-lock Brake System (ABS)**
ABS reduces wheel lockup, helping drivers maintain steering control while braking hard on most slippery surfaces.
- **Traction Control**
Helps reduce wheel spin on most slippery surfaces.
- **All-Wheel Drive (AWD)**
Various AWD systems include: Versatrak, on-demand AWD and full-time AWD. When the drive system senses a drive wheel slipping, AWD transfers torque to all wheels for added traction.
- **StabiliTrak™**
Detects if the vehicle isn't responding adequately to steering input, and applies quick, precise force to the appropriate brake to bring the vehicle back on track.

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"

Safety During

When impact is unavoidable, many GM vehicles are designed to reduce the risk of injury. No one wants to think about a collision but you'll be better prepared to survive and protect your family in the event of an accident with the following GM technologies.

- **Crush Zones**
Front and rear body structure crush zones help absorb energy by deforming in a controlled manner during a collision.
- **Air Bags**
Supplementing the safety belt system, front air bags help restrain the driver and front passenger in moderate to severe front impacts. Side-impact and head-curtains airbags help provide protection in moderate to severe front impacts.
- **Safety Cage**
A high-strength steel safety cage surrounds the passenger compartment, helping protect everyone inside.

Safety After

When you've gone through a collision, you can't predict your emotional state or your ability to call for help. But with OnStar® and Advanced Automatic Crash Notification be reassured that both technologies will get help to you without delay.

- **OnStar**
If your air bags deploy, OnStar-equipped vehicles send a signal to a highly trained OnStar Advisor, who contacts you to see if you need help. You can also press the OnStar emergency button anytime you need help.
- **Advanced Automatic Crash Notification (AACN)**
automatically notifies OnStar and provides crash information following a collision. AACN uses additional sensors to detect rear and side impacts even if the air bags do not deploy.

Safety Awards

General Motors is the only automotive manufacturer committed to offering a full range of cars, trucks and SUVs that provide safety protection before, during and - thanks to OnStar - after a collision. In addition, GM is proud to have 19 vehicles that have earned U.S. Government five-star frontal or side crash test ratings for certain 2006 models.

It's In The Details

You take pride in the vehicle you drive and we take pride in our work to produce those vehicles. We do it for your satisfaction as well as our own. When we receive recognition for the work we do, it's an added bonus.

And it's no wonder GM produces award-winning vehicles year after year - they're made in award-winning auto plants. Our skilled and dedicated workers uphold GM's ongoing commitment to producing the highest rated vehicles for quality as well as safety and dependability.

Count on us

High quality plants producing high quality vehicles mean long-term dependability for you. GM received more Gold Awards from J.D. Power and Associates for Vehicle Dependability in 2005 than ever before.

GM outperformed many assembly plants throughout North and South America! Yes that means beating many of "those" imports!

BIRCHWOOD PONTIAC BUICK GMC are proud to offer these great CANADIAN built vehicles! Call Michael Palay to test drive these vehicles and SUPPORT THE CANADIAN AUTO INDUSTRY!!