



Birchwood GM's PALAY PRESS

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Michael Palay

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Why does The Birchwood Auto Group have the highest STANDARDS in the INDUSTRY?

It can be summed up with three letters, RMC!

In November of 1963, Robert M. Chipman began his involvement in the retail automotive business with the opening of Birchwood Pontiac Buick Ltd. It would be this business that the Chipman family would be most closely associated with for many years.

Today, the Birchwood Automotive Group, now under the leadership of President and eldest-son Stephen, employs more than **five hundred team members in fifteen franchised, retail automotive operations**. Sons Jeffrey and Mark are also involved with other elements of the family businesses, while daughter Susan serves as Director of the National Leasing Group Inc.

R.M. Chipman has an extensive community involvement record serving in the capacity of director, chairman and president of a wide variety of community groups including: United Way Winnipeg, Community Ownership Solutions, The Winnipeg Foundation, The Winnipeg Art Gallery, The Manitoba Club, The West Winnipeg Rotary Club, Winnipeg Blue Bombers Football Club, Winnipeg Jets Hockey Club, St Charles Country Club, St Paul's College, Misericordia Hospital, and Manitoba Theatre Centre.

Birchwood Automotive Group's commitment to our community has never been stronger!

In my short time with The Birchwood Automotive Group I have been conditioned to continue RM'S credo of making a total commitment to you the client. The day you pick up your vehicle from Birchwood Automotive Group is just the start of our/my service commitment to you!

Call me for any of your needs no matter which Birchwood brand you are interested in.

On November 1, 2006 Mr. R.M. Chipman was honoured at the St. Paul's Tribute Dinner. Mr. Chipman delivered the following message and throughout the huge audience you could hear a pin drop!

12 Principles for Life

By R.M. Chipman

- 1) The Winners in this world are those that Give.
- 2) You cannot be too generous in praise of others.
- 3) Stay the course. Be Circumspect.
- 4) You can't Reclaim the Past. Focus on Tomorrow.
- 5) Giving the Benefit of the Doubt is generally rewarded.
- 6) Good Health requires Commitment.
- 7) Business Success involves Considered Risk.
- 8) Thoughtfulness is a Core Quality for Success.
- 9) Be Decisive. Procrastination is a bad habit.
- 10) It is easy to criticize. Be Careful.
- 11) The Daily Pursuit of Knowledge is Important.
- 12) A Warm Smile is a valuable attribute.

Call Michael Palay at 837.5811 for more information on:

My Referral Program!

GM's Student Bonus!

GM's Military Program!

GM's low Lease and Finance rates!

GM's new and exciting 2007 line up!

Now you have a friend in the car business.

PONTIAC



GMC

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VOLVO

SAAB



The following article was taken from "fourwheeldrift.wordpress.com".

The Incomplete Guide to buying a vehicle for your TEEN

I get called for advice whenever a friend (or a friend of a friend) needs to buy a car for their high school-aged child. Buying a car for a teenager is a big decision made more difficult by pressures to balance safety, reliability and coolness.

First and foremost, I'm of the belief that no teenager deserves a cool car. A person's first car sets how they view and treat the privilege of owning and driving an automobile. Giving a teen an expensive new car or cool used car can seriously skew their view of the value of basic transportation, as well as mask their understanding of how hard most people have to work to afford a car.

Most importantly, a nice car does not communicate to a teen that there is a lot to learn about how to drive safely. You wouldn't buy a beginning guitarist a Les Paul, a first-time golfer a set of Ping clubs or a Bar Mitzvah boy an Armani suit, so a recently licensed driver doesn't need a BMW.

When I was a lad my first car was a red (with rust and oxidation) 1977 Buick Le Sabre with red vinyl seats and a radio that would cut in and out with the turn signal. The Buick left me stranded at least five or six times in the first year, so my uncle donated his 1977 Chrysler LeBaron to me. In a vain attempt to make it less geeky, I had the light-tan exterior painted evening blue by Earl Scheib, because with the tan leather interior it matched the colors of a Ferrari 308 GTS that I had seen on television.

As I stated earlier, that Chrysler left me stranded multiple times. I even had to call for emergency ride from my cousin to drive me to my last day of high school after it failed to start.

Consequently, I have appreciated every car I've owned. I've always been a careful driver — with no accidents or violations on my record. By the time I purchased my first sports car, I was able to resist opening it up on public streets. On the track I was responsible enough to keep it within the limits set by the car and my skills.

In contrast, my wife's parents bought her a brand new Camaro for her sixteenth birthday, because they felt her 4.0 GPA somehow made her deserving of a new car. She bonked it into the garage twice in six months, so they took it away, replacing it with a brand new Ford Bronco. She called the punishment "asinine" and complained bitterly that her parents were unreasonable.

To this day, my wife treats her car like someone else will soon replace it, whereas even before I was an automotive journalist, I handled cars (especially the reliable ones) with care and respect. Of course, these are just two data points, rather than a statistical survey. (And I will be sleeping on the couch tonight.)

In all honesty, parents often find themselves in a situation where they project their own needs into the vehicles they purchase for their teens. Teens do not need expensive, luxurious, high performance vehicles. They need safe, reliable transportation that will reinforce good driving habits, as well as teach the importance of proper vehicle maintenance.

When looking for a specific car the only factors parents should consider are:

1) Safety

Buy something safe, period. Teens are more likely to be involved in single-vehicle accidents where speed is a factor. Teens feel overconfident in SUVs and pickups, causing their egos to write cheques that their driving abilities and physics can't cash.

Furthermore, the more seats in a vehicle, the more likely it is that the child will be put in situations where the car is dangerously overloaded.

2) Expected Usage How will the car be used and for how long?

3) Reliability / Running Costs Buying a car requires that one understands the total cost of ownership — which means the cost of initial purchase + insurance + fuel + upkeep.

Please call MICHAEL PALAY at 837.5811 to help you choose that ever so important vehicle for your new driver!

CROSSOVER TO THE NEW 2007 GMC ACADIA

The all-new Acadia is GMC's first crossover SUV, offering seating for up to eight and combining the capability of an SUV with a smooth, responsive and car-like driving experience. Acadia features a body-frame integral design that enables lower step-in height and the generous interior space of larger SUVs. A comprehensive safety system includes six standard air bags and standard StabiliTrak electronic stability control system with rollover mitigation technology.

Acadia is powered by GM's 3.6L V-6 VVT, a high-feature engine with variable valve timing that is designed for good fuel economy, low emissions and exceptional smoothness. It is rated at 267 horsepower (199 kW) and 247 lb.-ft. of torque (335 Nm). The engine is backed by a new, fuel-saving Hydra-Matic six-speed automatic transmission. Acadia is available in front-wheel drive and all-wheel drive models. Best yet this new vehicle can seat up to 8 passengers!

Its styling is borrowed from the big GMC SUVs, but fresher and sleeker. In fact, the company says the Acadia is "a great looking vehicle that will attract customers who've never visited a GMC showroom." The low roofline, sculpted wheel arches and jewel-like headlights give it a luxurious appearance. Also worth mentioning are the brushed aluminum roof rails, dual exhaust with chrome tips and 18-inch alloy wheels (19-inch optional).

Similar in size to a GMC Envoy XL, the Acadia seats up to 8 passengers. Those longing for an easier access to the third row will welcome GM's exclusive Smart Slide system. In addition, the second row bench can be replaced by two Captain chairs. Among the safety features are front, front side and side curtain airbags, GM's StabiliTrak system with traction control, four-wheel disc brakes with ABS as well as OnStar assistance. Options include Heads-up Display, leather seats, Bose premium audio, rear parking assist, navigation and a rear seat DVD entertainment package.



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

THE GMC CANYON HOLIDAY CHEER TRUCK

Please drop by our Dealership and contribute an unwrapped Toy or Food Item. A 2007 GMC Canyon has been decorated and is in our Customer Service lounge. All items will be delivered to the Cheer Board prior to the holidays. Help us make the holidays better for the less fortunate!

Please call or email me to discuss your vehicle needs for any of the Birchwood brands.
michaelpalay@shaw.ca **837.5811**

"Now you have a friend in the car business"