



Birchwood GM's PALAY PRESS

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Michael Palay

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What a difference a year has made...

In 2006, the industry and consumer market were talking about GM being on life support systems.

Changing their tune...

"GM dominated the 2007 North American International Auto Show."
- Detroit News

"For the first time in at least a decade Toyota got "out-greened" by another car company at a major league auto show."
- Autoextremist.com

"General Motors Corp said it will increase capital spending to an annual range of \$8.5 billion for 2007 and 2008, calling product excellence its top focus."
- Reuters

And we're not stopping...

"We're going to continue raising the bar in the future product, with a particular focus on outstanding design and technology leadership,"
- GM Chairman and CEO Rick Wagoner

6 of the TOP 10 redesigns for 2007 went to GM - Kelly Blue Book - Top 10 Redesigns

"A lot of the market share problem over the last 18 months will continue into '07...as we fundamentally change from being a desperation merchandiser to a company that sells its vehicles at true value."
- Bob Lutz President GM

PRICE WILL ALWAYS BE A FACTOR, BUT...

...WE ARE ONCE AGAIN A **PRODUCT DRIVEN** COMPANY!

THE WORD IS ALREADY OUT...

GM Canada A **PRODUCT DRIVEN** COMPANY!
WITH THE BEST **VALUE** IN CANADA

GM has "The Plan"...

"2006 was a year of change"

GM cut costs by 9 Billion Dollars

GM had an operating profit of \$ 1.9 Billion

GM cut prices & reduced incentives

GM refocused our Marketing on **PRODUCT**

GM launched in 2007 our 5 year 160,000km Powertrain Warranty

GM built a state of the art manufacturing plant in Canada

GM announced a 2007 1st quarter profit of \$ 950 million dollars!

On a personal note thank you to all of my clients for supporting me in selling over 200 vehicles in 2006. This placed me in the top 3 producers within the entire Birchwood Automotive Group.

Quality Product Sells.....

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!

GM's new CAR HEAVEN Program!

Now you have a friend in the car business.

PONTIAC



GMC

HONDA

SATURN

VOLVO

SAAB



In my last newsletter there was an article on "a guide to buying a vehicle for your teen". Some clients called me to ask for some additional information. So here it is:

YOUR TEEN AND A VEHICLE...

Parents experience a strange mix of feelings when their teenager gets a driver's license: joy at your child's new freedom, and terror at having a child behind the wheel of a potentially deadly machine. How can you minimize your fears and feel good about sending your child off in the car?

The first step is to make sure your child is driving a safe car. If you are considering handing off an old family car that no one drives anymore, think twice. The old clunker in the garage may look like it's built like a tank, but it may not have the latest protection features like air bags or ABS breaks.

Two U.S. agencies, the Insurance Institute for Highway Safety (IIHS) and the Insurance Information Institute (III) say that newer cars, preferably those one to three years old, are better for new drivers than cars that are 6 to 10 years old because they offer updated safety features.

Another no-no is buying your child an SUV or "Performance Image" vehicle.

"Teen drivers lack experience. For many of them immature behavior, such as speeding and reckless driving, is common," says the IIHS. "They may drive cautiously when mom or dad is in the car, but when they're on their own or with other teens, bad driving is often the norm."

Consider these points before you agree to your teen having their own vehicle:

- **Does your teen need a car** or just want one because all her friends are getting one? If she goes straight from school to her job at the assisted living center every day and right on to her dance lesson after work, then it may make good sense for her to have a car. If her primary motivation to getting one is to load up her friends and cruise around on Saturday nights, however, she doesn't need a car.
- **Will letting your son or daughter get a car make your life significantly easier?** In my own personal case my children do not live full time with me. Having my teen have his own car will take the burden off me always chauffeuring my other kids to and fro.
-

Carefully considering these questions, and discussing them with your teenager will get you started in deciding whether or not he should have his own car.

Knowing If He or She Is Ready

We all know that kids mature at different rates. For that reason, deciding whether or not your child can handle the responsibility of having his own car is a judgment call.

Some kids make it easy to decide. They're either obviously mature and responsible or obviously immature and irresponsible. If your kid is typical, he's probably basically trustworthy and sensible but subject to frightening lapses in judgment. You also should observe her friends' behavior concerning autos and driving. If you ever observe, or hear about any of them driving irresponsibly, address the issue immediately.

The new graduated license in Manitoba is an awesome program. It takes care of ensuring your teen has had ample driving experience and it limits the number of passengers until your teen is more experienced.

You know your child better than anyone, and you'll have to decide whether or not he's mature and responsible enough to have a car. If you decide that he's not, don't feel bad about denying him. Explain your reasoning and tell him you'll reconsider the matter in 6 months. Keeping your teenager safe is more important than keeping him completely satisfied.

If you go ahead with the vehicle for your teen or if they are using the family car it is a good idea to create a contract between you and your child. The reason for the contract is two-fold. It serves as a reminder that driving a car is a serious responsibility, and it addresses potential driving situations before they occur. Some recommended stipulations:

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

If your child gets a traffic ticket, she's responsible for paying the cost of the ticket, as well as the difference in the insurance premium for as long as the premium increase is in effect.

At no time will your child ever drink and drive, or carry any alcohol in the car.

Your child must agree to pay for any damage he causes to the car that is not covered by insurance.

He will never have more people in the car than there are seat belts, and he will not begin driving until all passengers have buckled up.

She will keep the car clean, refill the gas tank, check the oil, and so forth.

I think that a contract between you and your child that you come up together is a great idea. Be sure that your child understands the consequences of not living up to the agreement, and be sure that the consequences are serious enough to get his attention.

Some examples of Pontiac's compact car line up...



Pontiac 4 & 5 door WAVE from \$12,995 * MSRP

MORE REASONS FOR CALLING IT

THE PONTIAC G5 SPECIAL EDITION

(17 TO BE EXACT.)



GET MORE WITH THE G5 SPECIAL EDITION

From \$ 15,360* MSRP

**Call Michael Palay at 837.5811 for more information on the Pontiac 2007 Wave and G5!*

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"