



# Birchwood GM's PALAY PRESS

Volume 13

Michael Palay

February/April 2008

**Why purchase your next pre-owned vehicle from Michael Palay at Birchwood Pontiac Buick GMC?**



There are many reasons why you should consider buying a certified used vehicle from Birchwood Pontiac Buick GMC. For starters, we offer competitive prices and we fully stand behind all our vehicles — even after you drive it off the lot. This may not be the case when you buy privately. You'll benefit from things like: a manufacturer's backed warranty, a careful inspection of the vehicle, an exchange privilege and roadside assistance. When you think about it, buying a certified used vehicle just makes sense.

Before you start, here's a quick look at what GM Optimum has to offer. Please remember that while most GM dealers offer GM Optimum USED VEHICLES, this certification is only as strong as the dealership you are purchasing your vehicle from. For example, Birchwood Pontiac Buick GMC have the most Grand Master Technicians in the Prairie Region performing the certified inspections. Maybe most important is that for over 40 years Birchwood Pontiac Buick GMC have strictly focused on Customer Satisfaction earning the trust and respect from over 10's of 1,000's of clients. **Then there is my role, I have been the #1 volume sales consultant since I started at Birchwood because I focus on after sales service. You have Michael Palay supporting your vehicle needs for the long road!!!**

Warranty is an important consideration when you shop for a used vehicle. It's important to understand who is providing the warranty coverage to the vehicle you are considering. All Optimum vehicles come with warranty coverage backed by General Motors. A GM warranty ensures your vehicle will be serviced by qualified technicians who use factory-approved parts. This isn't always the case with third party aftermarket warranties sometimes offered in the used car industry.

All Optimum Used Vehicles feature a minimum of 3 months or 5,000 kilometres (whichever comes first) Used Vehicle Limited Warranty. And that's standard. If your budget permits, you can extend or upgrade to an even more comprehensive Optimum Used Vehicle Protection Plan. You'll also appreciate the convenience of being able to transfer any existing warranties to a new owner, should you ever decide to sell your Optimum Vehicle.

From the proper operation of the engine and brakes to the condition of the sun shade and map lights, you can be sure that each Optimum Vehicle has been meticulously inspected by master and grand master technicians before it's offered for sale. During the inspection process, each vehicle must pass a check of a minimum of 150 different points. This ensures the vehicle is in excellent condition - inside and out. On some vehicles, up to 180 different points are inspected. Plus, regular maintenance is performed and faulty components are repaired or replaced.

A GM trained technician performs a 150-plus point inspection on every Optimum Used Vehicle as outlined at:

<http://gm.ca/gm/english/shopping/used-optimum/overview/inspection>

Check out our great selection of Optimum certified vehicles at [www.birchwoodpontiac.ca](http://www.birchwoodpontiac.ca)

Then call me at 837.5811 or 612.2776 or e-mail me at [michael.palay@birchwood.mb.ca](mailto:michael.palay@birchwood.mb.ca) to book a time for a test drive.



## Frequently Asked Questions

### How do I know when I really need new tires?

You can't always tell by looking at the tread depth. Sometimes a tire that appears to have significant tread remaining needs to be replaced. So check the tread wear indicators -- bald spots that appear at various intervals on the tread. If you see them in three or more places, you need a new tire.

Also, you need a new tire if:

- You can see cord or fabric showing through the tire's rubber
- The tread or sidewall is cracked, cut, or snagged deep enough to show cord or fabric
- The tire has a bump, bulge, or split
- The tire has a puncture, cut or other damage that can't be repaired because of the size or location of the damage

### Why do I have to keep changing the oil if I'm not burning any?

Oil helps protect your vehicle's engine from premature wear by suspending moisture, abrasive dirt, and contaminants until they're broken down by detergents and trapped by the oil filter. But over time, even the best oil loses its ability to do the job. That's why regular oil changes are so important. Even if you don't drive many miles, stop-and-go driving and repeated short trips can increase your vehicle's need for an oil change

### What is octane?

The octane number or octane rating is a measure of the anti-knock properties of gasoline -- a higher number indicates a smaller likelihood of knocking. Using a higher-octane fuel than your Owner's Manual calls for is a waste of money. It doesn't produce more power, performance or fuel savings. Follow the Owner's Manual recommendations regarding fuel octane for your vehicle. The only time that higher octane fuels might be necessary is if your vehicle suffers audible engine knock at highway speeds

### When I'm waiting in my car with the engine running, how long of a wait justifies turning the engine off?

Restarting your vehicle's engine uses about as much gas as 30 seconds worth of idling. Therefore, shutting off your vehicle's engine when you'll be at a standstill for more than half a minute will improve your gas mileage and put fewer emissions in the air.

### From the believe it or not files:

When my husband and I arrived at an automobile dealership to pick up our car, we were told the keys had been locked in it. We went to the service department and found a mechanic working feverishly to unlock the driver's side door. As I watched from the passenger side, I instinctively tried the door handle and discovered that it was unlocked. 'Hey,' I announced to the technician, 'its open!' His reply, 'I know. I already got that side.'

This was at the Ford dealership in Renfrew, Ont.



**Call Michael Palay at 837.5811 for more information on the 2009 ALL NEW VIBE.**

**Ask me about:**

**My Referral Program!**

**GM Visa Points!**

**0.0% financing over 72 months!**

**GM's Student Bonus!**

**GM's Military Program!**

**Car Heaven**

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

For more information please call Michael Palay at 837.5811 or e-mail me at [michael.palay@birchwood.mb.ca](mailto:michael.palay@birchwood.mb.ca)

