



Birchwood GM's PALAY PRESS

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Michael Palay

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NOW OPEN

WINNIPEG'S ONLY ALL-LINE GM DEALER SHIP.



Be careful what you wish for, it may come true!

"My naïve attitude says that we will be **BIRCHWOOD MOTORS** selling Chevrolet, Buick, and GMC. But we could be **BIRCHWOOD MOTORS** selling a new product that takes the market by storm. The bottom line is that we will be **BIRCHWOOD MOTORS** and that stands for excellence."

The above was taken directly from my Volume 17 newsletter. That newsletter was written the night I heard of Birchwood Pontiac Buick GMC being on GM's "Dear John" e-mail. Yes I was mad but after only 5 years with the Chipmans I knew that they walked the talk. I remember that Wednesday afternoon when Steve Chipman stood in front of the Birchwood Pontiac team and gave us the surprising news. You could just feel the tension in the room, but you could also see in Steve's eyes that he and his family were already planning options A, B, C and if need be option D.

Well the Chipmans only needed option A!

Welcome to:



The dust is slowly settling at the Birchwood GM building. You can feel the energy in the air. We have the right people in the right jobs and a winning game plan that Mike Kelly would kill for!

The first week at the dealership was surreal. I sat in my office and I saw brand new Chevrolet products in our showroom. Last year we would be selling the client on the upside of the Pontiac/GMC line versus the Chevrolet line. Now we have the vehicles side by side. Take your choice!

In my opinion, the all line dealership of Birchwood GM will be the look of all future GM Dealerships. It won't happen overnight but it just makes sense that a stand alone Buick GMC dealer cannot generate the revenue needed to be profitable.

The employees of Birchwood GM are excited and anxious to get the dealership running on all cylinders (no pun intended)! Our loyal Birchwood clients will be relieved to see a number of familiar faces, like Denis Verrier who has been selling vehicles at Birchwood for 26 years. In addition we not only retained our industry leading grand master service technicians but we added the top grand master technicians from Orion Chevrolet. So that industry leading customer service you have come to expect is still the major focal point of Birchwood GM.

Now that we are Winnipeg's only all-line GM dealership we are poised to take Birchwood Chevrolet Buick GMC to the next level. We will continue with our industry leading customer service. However you may see and feel a confident swagger as Birchwood GM grows to become the largest volume GM dealer in Manitoba.

How?

Let me introduce 2 very dynamic individuals that have already left their mark in different areas of the Birchwood Auto Group. These 2 individuals have shown in the past that they will do whatever it takes to make their team successful.

Mr. Michael Rawluk - Retail Facility Manager



In 2002, at 29 years of age Mr. Rawluk with support from his wife quit his job at the TD Bank, left a nice home and moved into a small apartment. He then spent 1 year of grueling 80 hour work weeks in order to successfully complete his MBA. Mr. Rawluk immediately joined Birchwood Auto Group as General Manager of a dealership. Six years later Michael was instrumental in culminating the deal that brought Orion and Birchwood GM together.

BTW, that is not mousse in Michael's hair. Michael gets involved in all aspects of the business which is probably why you will find a bottle of Armor All on his desk at all times!

Mr. Graham Cox - General Sales Team Leader



Graham Cox, or "Coxie" as he is referred to by almost everyone has been with the Birchwood Auto Group for almost 20 years, has put his stamp on almost every dealership in the Birchwood Group. For the past 9 years, he has been the General Sales Manager at the Birchwood Group's Woodhaven Lexus Toyota store. All Graham has done is lead Woodhaven Toyota to the #1 spot in Manitoba when it comes to volume of sales.

Now Graham gets to put his unique sales management style on the cornerstone of the Birchwood Auto Group. There is no better person than "Coxie" to lead Birchwood Chevrolet Buick GMC to the #1 volume sales dealership in Manitoba. His only flaw is making me wear a tie to work every day.

TAKE THE GREEN DRIVING QUIZ

1. What's the longest you should warm up your engine in cold weather to avoid using unnecessary fuel?

- a) 0-15 seconds
- b) 30-45 seconds
- c) 60-90 seconds
- d) A few hours should do it

2. Starting your engine burns as much fuel as leaving your engine idle for:

- a) 10 seconds
- b) 30 seconds
- c) 1 minute
- d) 10 minutes

3. In what weather is it best to drive, in terms of fuel efficiency?

- a) Cold
- b) Warm
- c) Rainy
- d) Weather has no effect

4. When you're on the highway, keeping your windows closed will:

- a) Save gas
- b. Waste gas
- c) Make no difference

5. In order to minimize fuel consumption when driving up a hill, you should:

- a) Accelerate before the hill
- b) Accelerate on the hill
- c) Accelerate both before and on the hill

6. Why is tailgating so hard on fuel?

- a) Because you're driving more slowly than if you went around the vehicle
- b) Because of debris coming off the vehicle in front of you
- c) Because the driver in front of you is unpredictable so your speed will vary

7. How does snow and ice on your vehicle affect your fuel consumption?

- a) Increases it
- b) Decreases it
- c) Has no effect

8. Why does following the speed limit help you save on fuel?

- a) You'll experience less wind resistance
- b) You're more likely to avoid hitting red lights so you won't have to stop as often
- c) You burn more fuel at higher speeds
- d) All of the above

If you scored 0 out of 8, you risk running empty when it comes to fuel savings

If you scored 1 to 7 out of 8, seems like your tank is always $\frac{1}{2}$ full

If you got a perfect score, you're the one to ask when it comes to fuel saving tricks.

Come see the "Alluring" 2010 Buick LaCrosse!



Its Intelligence Complements Your Own

The New GM decided that it was time to stop calling the same car by a different name in Canada and in the US. In 2005 The Buick LaCrosse was introduced to the North American market. However it was brought to GM's attention that the definition of "LaCrosse" in French is not strictly a sport. It had a sexual meaning that I will let you look up yourself!

Once the engineers and designers developed the blueprint for the all-new 2010 Buick LaCrosse, the refinement process began and the team definitely over-delivered. The LaCrosse represents Buick's new direction and builds on its foundation of highly esteemed quality and dependability. LaCrosse adds an array of advanced technologies, including Direct Injection engines that help maximize both power and fuel efficiency. Buick engineers were determined to incorporate systems and features that provide you with assured control. An example is the new available intelligent All-Wheel-Drive (AWD) system. The LaCrosse is now in FWD and AWD.

THIS BUICK is NOT meant for your father or grandfather!

Go to www.michaelpalay.com for the latest info on Birchwood Chevrolet Buick GMC and to see the entire Birchwood Auto Group's inventory of new and pre-owned vehicles.

Call Michael Palay at 837.5811 for more information on GM and all of the other brands that Birchwood offers.

Ask me about:

My Referral Program!

GM Visa Points!

GM's Student Program!

GM's Military Rebate!

GM Supplier Program!

New Birchwood GM Truck Centre

Now you have a friend in the car business.

1.b) 2.a) 3.a) 4.a) 5.a) 6.c) 7.a) 8.d)

