

PALAY PRESS



That was then..



This is now...

This and that...

Never Say Never! After 6 great years at the Birchwood GM store I decided that I needed to recharge my batteries and sit in some new surroundings. So after careful consideration I packed up my belongings and walked across the street to Birchwood Honda West.

For my many clients this will be an invisible move as I'm still part of the Birchwood Auto Group Team. I will continue to service my existing GM client base. As well I will focus on helping Birchwood Honda West grow into the highest volume Honda Dealership in Manitoba.

I'm still available to help u with any service issues, no matter which Birchwood brand I sold you!

Can you say WINNIPEG JET'S!



With the same professionalism the Chipman Family have displayed for over 40 years within the Automotive Industry, the Chipman's brought the NHL back to Winnipeg. Please check out my website's blog which features Mark Chipman's address to the Winnipeg Chamber. It's an awesome story

www.michaelpalay.com



THANK U for your great support in the 2011 CancerCare Walk.



My son Josh and I during the warm ups. That's me on the right! People get us confused all the time..Yeah, Right.

With your help we raised over \$10,000.00 and were in the top 10 Fundraisers.

Please help me continue my fundraising for CancerCare Manitoba. Remember for every vehicle I sell a donation will be made in memory of my late wife Elana. To date I have raised almost \$20,000.00.





special offer from
michael palay!

Redeem for
\$1000

off your next oil change
only at
Birchwood Chevrolet
&
Birchwood Honda West

Valid until September 30th, 2011



Please call Michael Palay to set up an appointment to discuss your vehicle needs.

Contact me at:

888.2277 or

612.2776 (after hours)

michael.palay@birchwood.mb.ca

See me at www.michaelpalay.com

"Oh, you hate your job? Why didn't you say so? There's a support group for that. It's called EVERYBODY, and they meet at the bar." - [Drew Carey](#)

Not me! I have the privilege to work for a world class company that just happens to be Manitoba's largest automobile dealership.

As my business is based on referrals if you know of any individuals that are thinking of purchasing a new or pre-owned vehicle please refer them to my attention. Should I sell them a vehicle, Birchwood Automotive Group and I will send you \$ 100.00.

I am able to offer new immigrants financing to help them purchase a vehicle and to build their credit history.



"I have moved...."

 **Birchwood HONDA West**

**"But I'm still your ONE-STOP SHOP!
You still have a friend in the car business!"**

 **Birchwood HONDA West**

75-3965 Portage Avenue
www.birchwoodhondawest.com

(204) 888-2277
Cell (After hours):
(204) 612-2776
www.michaelpalay.com



Call me to learn more about Birchwood's Loyalty program. This program reinforces the fact that I can be your one stop shop. What other sales person can offer you 14 different brands!

The 2012 HONDA CIVIC

Ninth-generation Civic gets better fuel economy, in coupe or sedan...and more...for less!



Concept cars and spy photos couldn't prepare us for the stunning inoffensiveness of the ninth-generation Honda Civic, now here at **BIRCHWOOD HONDA WEST (BHW)**. Despite the sedate looks of the new models, they're guaranteed shopper favorites—Honda sold over 260,000 Civics in 2010, and the nameplate is likely to continue racking up big numbers going forward. That's because the new car is shaping up to do what Civics have always done best: deliver good fuel economy and a fun steer at a sensible price. It's this latter point that amazed me most when I came over to BHW.

A fully loaded Honda Civic LX including standard features like Stabilitrac, Bluetooth, USB, and Steering wheel audio controls for less than \$20,000.00. That's less \$\$ than a comparable Chevrolet Cruze! How about a 2011 Honda Accord SE for the same price as a Malibu??? This in addition to the Honda's holding an amazing resale value. YEESH!

"Evolutionary" perfectly describes the new Civic's styling. The wedgy profile carries over, but both the 2012 sedan and coupe get more organic, taut sheet metal in place of the outgoing cars' slabby sides. The front and rear ends have more dimension than in the past, too. Dare I say, metal as good as GM???

I'm told that this new Civic has also got a revamped interior. All I can say after sitting in the 2012 Civic is WOW. The driver-oriented layout from the last-gen car remains, as does the two-tiered dash, featuring a digital speedometer seated in the mezzanine. The Civic has picked up a new steering wheel, as well as new shapes for the vents. The **ECOLOGICAL DRIVE ASSIST SYSTEM (ECO)** is amazing. Lights on either side of speedometer start off blue but when u achieve maximum economy they turn **GREEN!** So cool..



Honda rarely—if ever—carries a flag into horsepower wars. As such, the regular-spec 2012 Civic will pack a 140-hp, 1.8-liter inline-four, as does the current car; with a very, very smooth shifting 5 speed automatic transmission. I personally found the Civic to be gutsy, smooth, and oh so quiet. What changes somewhat, however, is fuel economy, with ratings improving to an estimated 39 mpg combined city/highway for 2012.

Overall, an amazing vehicle inside and out, awesome ride, fun to drive and easy on the pocket book!

Vehicles - and their drivers - that annoy us!

Good motorists know it's a jungle out there. But some drivers of some particular vehicles stand out - they're the sort that really grind our gears. Here are our top automotive rage-inciters, the vehicles and their drivers that annoy us the most on the roads. I've selected "my" top 3.

The inconsiderate bus driver! (NOT WINNIPEG TRANSIT!!! OK DON!)



The bullies of our streets, bus drivers use their vehicles' great girth to get where they want to go - or else. I can't tell you the number of times I've been cut off by a city bus driver who thought that their turn indicator gave them a free passport to my lane. Yes I keep forgetting that in Winnipeg they've got the right of way. Or the times when they've misjudged a turn, and have forced oncoming traffic to back up and get out of the way.

The bad-ass biker (excluding Jeff and Cyd and any other clients who have a bike!)



It's not the fact that the bad-ass biker breaks local noise bylaws with their outrageous, narcissistic *blatt-blatt-blatt* exhaust noise. Or that, despite the mega-engine and macho image they often ride slower than your grandmother on a Vespa. Or ride in packed tandems, clogging up the road in long groups that can't be passed.

No. The worst offence the bad-ass biker commits is the *faux*-bad-ass fashion.

The retired land-yacht sailor (excluding all of my Buick clients, who I love dearly!!!)



There are many reasons to give the retired land-yacht sailor plenty of room out there on the roads. It all begins with the cluttered back parcel shelf. I've yet to see a Buick sedan that didn't have a Fedora hat, a box of tissues and a Don Cherry bobble-head doll blocking the rear view.

Also consider that the retired land-yacht sailor's average age is deceased, which explains the slow reactions, lack of general awareness and misjudged parking maneuvers most employ behind the wheel.