

SOUTH TRAIL TIMES

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FEBRUARY EDITION:

7 Things you should know about tires

Any reputable tire retailer will have knowledgeable people behind the counter to help you when it's time to choose new tires. They will look up your car in their database to check the wheel and tire size, then tell you what options they have in stock for your vehicle.

It helps to have some knowledge before you get to that point. You should know the type of tires you need, what you may sacrifice by buying cheaper tires and what you get by going up the price ladder.

- 1. If you're not sure if your tires need replacing, use a penny.** Tires with 2/32" of tread are legally bald, resulting in severely reduced traction and making the car unsafe to drive. Insert the penny into the tire grooves. If Lincoln's hair is covered, the amount of tread on the tire is fine. Otherwise, it's time for new rubber.
- 2. Used tires are a common way to save money, but it's hard to tell if they were improperly inflated or driven aggressively.** These factors can accelerate wear and put you in dangerous situations.
- 3. When choosing a tire, consider the condition of the roads where you drive.** If they're in bad shape, talk to your retailer about tires with taller sidewalls to absorb potholes. Low profile tires look more aggressive, but can make for a harsh ride and be more susceptible to blowouts.
- 4. If you don't know which tires you need, stick with your car manufacturer's recommendation.** Professional engineers typically choose tires that best match the car's characteristics, taking into consideration handling, comfort and fuel economy. In most modern cars, this information is located inside the driver's side doorjamb. Alternatively, you can get it by visiting a tire retailer's website and entering your car's year, make and model.
- 5. If you live in an area without snow, a passenger or touring tire should fit your needs.** Otherwise, consider a set of winter tires you can use in winter until the snow melts. You may even want a dedicated set of wheels for these tires, so you can easily change them out as the seasons change.
- 6. Getting bigger or wider tires than the manufacturer's original equipment may have consequences.** The increased height may cause the tire to rub against the fender, and changing the shape of the contact patch may cause the car to hydroplane when driving over water.
- 7. How long should tires last?** According to [Consumer Reports](#), all-season tires typically last between 40,000 and 100,000 miles. To maximize the life of your tires, keep them properly inflated and rotate them according to the owner's manual. Doing both will help your tires wear more evenly.

Don't forget the Flowers & Chocolates!!! Our technicians have a sweet tooth this time of year ☺

Don't forget to like us on Facebook for more savings and current promotions, contests & coupons
@<https://www.facebook.com/southtrailtireandauto>



SALES:

Specials this month:

Show your vehicle some love...

ONLY \$49.95

Includes: Oil change and filter, lube front end, check battery & alternator operation, inspect belts & hoses, check coolant, inspect brakes, check struts, shocks, & CV joints, check lights, rotate tires and receive a FREE pair of wiper blades.

*For most cars and light trucks (some restrictions apply) up to 5 qts of conventional oil. Some restrictions apply. Not valid with any other offer.

KISSES CONTEST:

The object of the game is to come into our office and guess the amount of sweetheart candies in the jar. The person who guesses the closest will win a Visa Gift Card for dinner for two, a dozen roses, and the kisses.



We will draw the winner and they will be notified on February 13th, so they can come into the office pose for a picture and pick up their gift card.

Stop on by today so you can enter your guess!!

Car Tips: In **Florida**, it is **illegal to drive** with your **hazard lights**. Hazards **lights** are for stopped vehicles only, officials say. The one situation where **Florida** drivers are allowed to use their hazards when in motion is when the vehicle is being used in a funeral procession.

SHOP NEWS:

We are still having our Veterans Clothing Drive!!

WE WOULD LIKE ALL OF YOUR HELP TO SUPPORT OUR VETERANS

We will have a drop box in our office to **Support all Veterans**

This is a donation program please read below the acceptable donations you are welcome to bring in with you when you have your car serviced or just come in to drop them off. We are hoping this will be a success to help out our Veterans.



They're owed a salute.

The VVA accepts many donations the **RED** ones are the donations **we will accept in our office:**

WE ESPECIALLY NEED CLOTHING!

Clothing of all types & sizes (men's, ladies, children's, baby's)

Clothing accessories

Shoes (all kinds)

Baby items

House and glassware

Books, small toys, bikes

Stereos, radios, portable TVs

All bedding, **draperies, curtains**

Kitchenware

Usable small furniture & rugs

Small appliances

Tools (all kinds) **small tools**

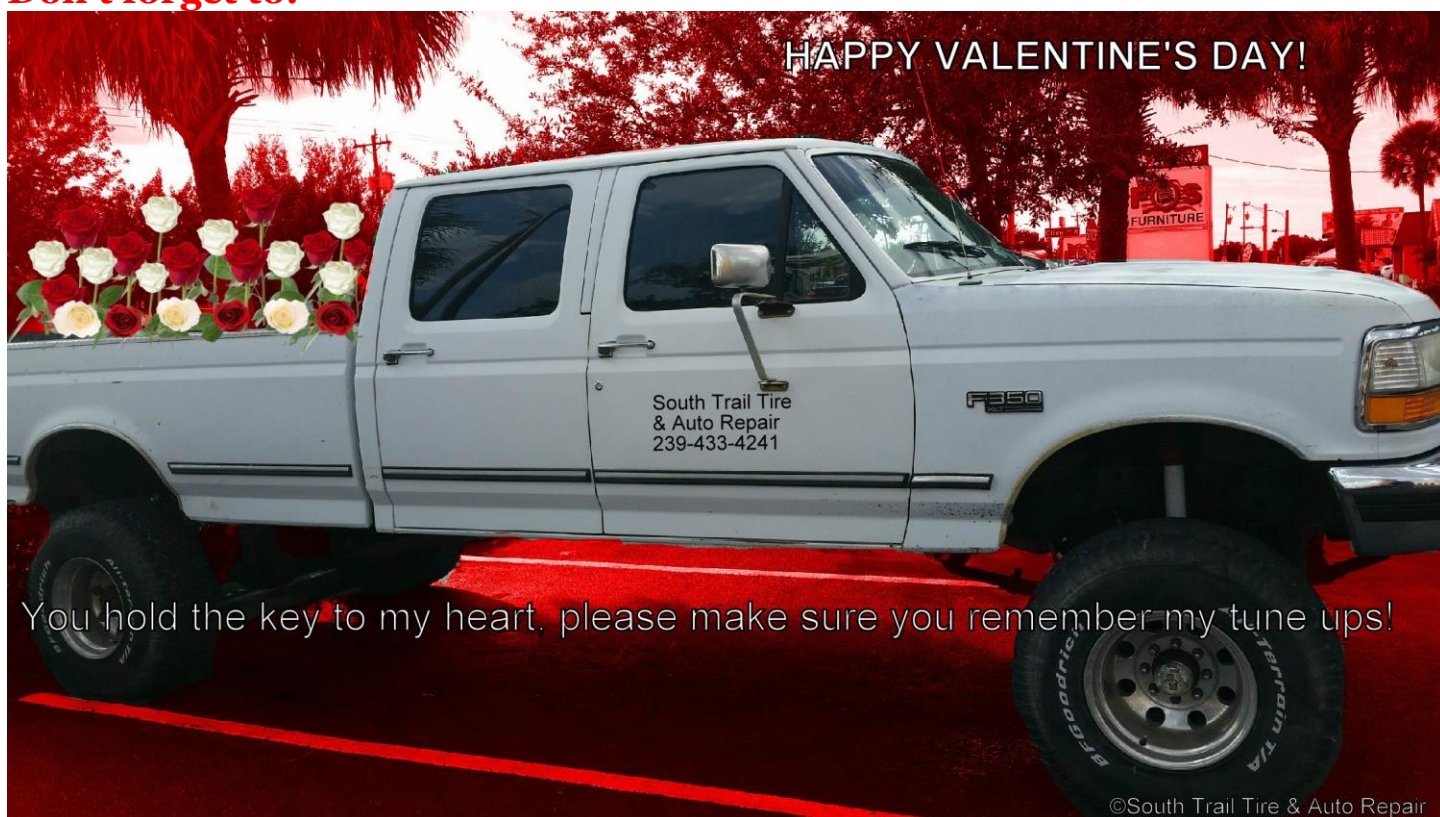
Jewelry and unopened cosmetics

If you would like to help out more or donate items above that are not highlighted or money you can email Melissa@southtrailtire.com for more information.

This will be an ongoing clothing drive for our veterans until further notice. We are hoping that we can give some back to the men and woman who risked it all for our freedom. So please go through your closets, cabinets, and home and start clearing out unused or cluttered items and let's give them to one amazing cause!!!!

Don't forget to:

HAPPY VALENTINE'S DAY!



HAPPY VALENTINE'S DAY!!!

Show your vehicle some love...

Oil change & filter, lube front end, check battery & alternator operation, inspect belts & hoses, check coolant, inspect brakes, check struts, shocks, & cv joints, check lights, rotate tires and receive a pair of FREE wiper blades





33 YEARS AND STILL COUNTING OF QUALITY SERVICE!!!

GET A \$25.00 GIFT CARD OFF YOUR NEXT SERVICE!!!

EARN A \$25.00 gift card for referring you friend: must be a new customer have them tell us you sent them in and we will mail you the gift card: It's like getting a FREE oil change ☺ There will be a surprise for some of you with a \$25.00 Omaha Steaks gift card for people who reach a certain number of referrals as well!

A referral thank you!

Please accept our \$25.00 Gift Card

Don't forget to REFER a friend and you will receive a \$25.00 GIFT CARD in the mail!!!

South Trail Tire & Auto Repair
"Where Quality isn't Expensive, it's Priceless"

John Zadrovitz
President

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MICHELIN



We miss you!!!



They may not be here in person but they will always live on in our hearts!

DON'T MISS OUT ON OUR SPECIALS, RAFFLES & GIVE-A-WAYS!!!!!!!!!!

Print out the coupons for some special savings

Cupids Coupon

\$10.00 OFF any Service Over **\$100**

\$20.00 OFF any Service Over **\$200**

\$30.00 OFF any Service Over **\$300**

Expires: 2/28/2017. Not valid with any other offers. Certain Conditions may apply.

Excludes Tire Purchases.

SWEETHEART CONTEST

Starting January 4th winner will be drawn on February 13th In our lobby will be a jar of kisses the First person to guess the correct amount and have the form filled out correctly and completely will Be our winner. Winner will receive a \$100.00 Visa gift card, the Hersey kisses and Jar, along with roses.

*You must fill out all information on the form to qualify only one entry per person

-You will be required to come into the office and take a picture with us and your Gift Certificate!!

Enjoy a meal on us; don't forget the chocolates and flowers!!!

*you must be a current or new customer and bill must paid in full

Show your vehicle some love....

\$49.95

Includes: Oil change and filter, lube front end, check battery & alternator operation, inspect belts & hoses, check coolant, inspect brakes, check struts, shocks, & CV joints, check lights, rotate tires and receive a **FREE** pair of wiper blades.

For most cars and light trucks (some restrictions apply) up to 5 qts of conventional oil. Some restrictions apply. Not valid with any other offer. . **DO NOT PRINT THIS OUT AS IT IS A SPECIAL NOT A COUPON OR VOUCHER! JUST CALL AND SCHEDULE AN APPOINTMENT.**

For you our loyal customers we have been using a new feature

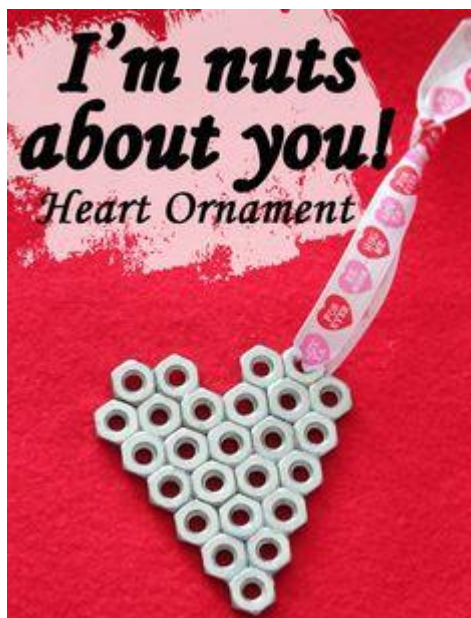
South Trail Tire & Auto Repair is introducing a new feature, to further improve our service and value for our customers. Effective July 1, 2014 we will check and adjust as necessary the tire pressure on all vehicles that we service. We will use the vehicle manufacturer's suggested tire pressure recommendations as the standard measure.

Multiple studies have documented that drivers with corrected tire pressure can improve their gas mileage by one to two miles per gallon, an adjustment that will quickly add up to significant savings. And carrying the correct tire pressure will positively affect the car's handling, safety and fuel economy. Automotive tires are designed and manufactured to carry a specific tire pressure, so under inflation can lead to structural damage and shorten the life of your tire. Over inflation can lengthen braking distances and is therefore a safety concern.

So as a new service feature, when a customer brings their vehicle in for any service the technician will allow your tires to cool, and then check and record the psi for each tire (tire pressure is measured in *pounds per square inch* or psi). Next, we will consult your vehicle manufacturer's tire inflation recommendation and adjust the tire pressure accordingly. This information will be captured and printed on the invoice statement. This invoice statement will list three new items:

- incoming psi for all four tires
- corrected/adjusted psi

"Here at South Trail Tire & Auto Repair we are always searching for ways to better serve our customers. This new feature focused on a scientific solution to improve our customer's safety and tire longevity is a natural fit for both our valued customers and our company" notes John Zadrovitz, President of South Trail Tire & Auto Repair.



Don't forget to refer a friend & receive \$25.00 GIFT CARD!!

When they come in for service: Mention you are the one that referred them and you will receive in the mail a \$25.00 GIFT CARD off your next service!!!

Offer is on valid for new customer referrals: person receiving the gift card must be an existing customer. Cannot be combined with any other offer. Gift card is only valid at South Trail Tire & Auto Repair. Some restrictions apply

This is not a coupon or voucher you will receive that in the mail!

Some repeat offenders may get a \$25.00 Omaha Steak gift card in appreciation for their loyalty!!