

# SOUTH TRAIL TIMES

*Volume 2 / Issue 9*

## **SEPTEMBER EDITION:**

### **September Car Care Tips**

You cannot control the price of gas, but you can control how much gas you burn. Performing simple and inexpensive maintenance can save you up to \$1,200 per year.

Here are a few simple gas-saving maintenance tips:

- Keep your car properly tuned to improve gas mileage.
- Keep tires properly inflated.
- Replace dirty air filters.
- Use the manufacturer's recommended grade of motor oil.
- Do not spend the extra money for premium fuel if your car manufacturer does not require it.

### **Remember driving behavior also impacts fuel efficiency.**

Below are a few simple gas-saving driving tips:

- Observe the speed limit. Gas mileage decreases rapidly above 50 mph. Each interval of 5 mph over the allotted 50 mph is like paying an additional \$0.25 per gallon for gas, according to [www.fueleconomy.gov](http://www.fueleconomy.gov).
- Avoid excessive idling. Idling gets zero miles per gallon. Warming up the vehicle for one or two minutes is sufficient.
- Avoid quick starts and stops. Aggressive driving can lower gas mileage by 33 percent on the highway and 5 percent in the city.
- Consolidate trips. Several short trips taken from a cold start can use twice as much gas as one longer multi-purpose trip.

- Eliminate some of that clutter in your trunk and car. Extra weight means less gas mileage.

---

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

---



**WE WILL BE CLOSED MONDAY SEPTEMBER 7<sup>TH</sup> AND RESUME NORMAL BUSINESS HOURS ON TUESDAY SEPTEMBER 8<sup>TH</sup>.**

### **SALES:**

Specials this month:

Our Halloween ALL TREATS NO TRICKS RAFFLE HAS BEGUN:

Starting September 8<sup>th</sup>-October 26<sup>th</sup>

For those of you that remember from last year we will again have 5 Lucky winners to win a Wickedly Hand Crafted Halloween basket of Treats!!! We will have pictures up on our facebook & twitter page as well as in our October newsletter!

Rules and restrictions apply see details below

**CAR TIPS:** TAKE THE CAR IN FOR A CHECKUP. BREAKING DOWN ON THE SIDE OF THE ROAD CAN DEFINITELY PUT A DAMPER ON THE HOLIDAY SPIRIT. IF YOUR CAR IS DUE FOR A CHECKUP, TAKE IT IN BEFORE MAKING THAT LONG HAUL. AT THE VERY LEAST, CHECK THE CAR'S FLUID LEVELS, WIPERS AND TIRE PRESSURE. CHECK THE CONDITION OF YOUR TIRES AND MAKE SURE THEY ARE PROPERLY INFLATED.

## 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](mailto: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!!!!



**OUR SMOKER WINNER TRAVIS OWEN!!!**

**Who is donating the smoker to the American Legion to give to a vets family in need!**

**Thank you Travis you are an amazing person!!!**



**From our families  
We will be closed**

**to yours have A HAPPY LABOR DAY!  
Monday Sept 7th**

**We will resume  
normal business  
hours Tuesday, Sept 8th**

**South Trail Tire & Auto Repair**

**31 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**

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

**John Zdrovitz**  
President

Phone: (239) 433-4241  
Fax: (239) 433-2817  
Zadthe3rd@southtrailtire.com  
www.southtrailtire.com  
5751-B Youngquist Rd.  
Fort Myers, FL 33912

**MICHELIN**

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



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!!!!!!!

### Labor Day savings

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

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

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

Expires: 09/30/2015 Not valid with any other offers. Certain Conditions may apply.

Excludes Tire Purchases.

### ALL TREATS NO TRICKS RAFFLE!!!

STARTS: September 8, 2014 we will be having a raffle for **FIVE** lucky winners to win a **WICKEDLY HAND CRAFTED**

Rules are as follows...

- For any service, repair, tire order you will be giving one ticket
- We will be drawing the winners the end of business day October 26th, you will be notified by phone to pick up your treats.
- You will be required to come into the office and take a picture with us and your Wickedly Awesome Basket!!

**Here at South Trail Tire & Auto Repair we are all Treats and no Tricks!!!**

restrictions apply: Previous services do not count to be entered in car **must serviced between 9/8 & 10/26, 2015**

And paid for in full for entry. **DO NOT PRINT THIS OUT AS IT IS A PROMOTION NOT A COUPON OR VOUCHER!**

**JUST CALL AND SCHEDULE AN APPOINTMENT.**

### Bumper to bumper

\$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 Zdrovitz, 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!!