

It's that  
time again...

## *The 3<sup>rd</sup> Annual Car Care Day*

Saturday, May 13  
11:00 am to 2:00 pm

Sponsored by:  
Automotive Excellence  
NAPA - AAA - Pennzoil

Free Safety Inspections,  
Door Prizes, Food, and a car  
wash by students of Holy  
Name High School

*Rain Date: May 20*

**I would personally like to invite each of you to join us Saturday, May 13 for our annual CAR CARE FAIR. It will be held between 11:00 A.M. and 2:00 P.M.**

Along with reps from NAPA, our techs will be performing free safety inspections. You can opt for a professional car wash by the Holy Name H.S. varsity football team. The team will be under the watchful eyes of our two detail specialists, Jimmy Johnson and Rick Sacha. Join us under the big tent for hot dogs, chips and pop as well as door prizes. Enter to win an overnight get-a-way holiday. The rain date is May 20, 2000.



*Automotive Excellence is proud to announce that we are one of the first shops to become an AAA approved collision repair shop in Northeast, Ohio.*

## **BODY SHOP TALK**

### **Some points to ponder if your vehicle is "totaled"**

Totaled ... a mystifying word to many. Talk to ten people, and you may get several different answers. It is really quite simple. Lets look at what it means to you. A totaled vehicle means an economic total loss. It does not mean it costs more to fix than the car is worth. Most cars are determined to be totaled once the damage appraisal has reached 75 to 80% of what is considered the retail value. The insurance company involved employs several methods to help them determine the fair value of your vehicle in this geographical area. They are obligated to do this by the very nature of the insurance contract. Therefore, it is important that they are informed about value added items such as power options, mileage, condition and maintenance history ... the same things that are important to you and I if buying a used car. Keeping accurate records of the money you have put in your car is a good way to maximize the value of your car if it is totaled. Also, make sure all options (power locks, sunroof, etc.) are included in the calculation. Last, but not least, check the prices around town for a car similar to yours. Being armed with all this information will allow you to negotiate a fair price for your vehicle. By the way, if you are wondering what happens to the 20 to 25% of the value of your car, it is "paid" to the insurance company via a salvage bid. Eventually, any good parts make their way back on the streets as used parts.

# AUTOMOTIVE EXCELLENCE

## EMPLOYEE

## PROFILE

In each issue of the News and Views we will be featuring one of our most valuable assets, our employees. Their commitment and pride in their career is one of the reasons for our success. In this issue we feature **Kirt Strahinic**.

Kirt has been with us as a service department technician for two years. He is presently finishing up his degree in Automotive Technology at Tri-C. Kirt is indeed one of the very few new wave of automotive technicians that our industry requires to keep today's sophisticated vehicles on the road. Bright, analytical and mechanically inclined. He is presently one ASE test away from being Master Certified. There are good techs twice his age with far less certifications. Kirt is a 1997 graduate of Parma Senior High School, where he was on the wrestling team. He currently resides in Parma with his proud parents. Kirt's interests include high performance cars, especially corvettes, skiing, boating, jet skiing and someday hopes to skydive. ... Yes ladies, Kirt is eligible.

## SERVICE DEPARTMENT SNIPPETS

### *Some thoughts on your engine cooling system*

Antifreeze, coolant, call it what you will. spring time brings up a frequently asked question: "When should I service my cooling system?" Here at Automotive Excellence we typically use the two year, 24,000 mile guideline as a rule of thumb. Many car manufacturers suggest longer intervals than this. That is fine ... but we suggest having it checked around the two-year mark. Checking it is rather simple and quick. We of course test its freezing and boiling points. We also use a digital pH meter to check it's level of acid. There are additives in fresh coolant that provide alkaline to help neutralize internal corrosion of parts before it begins. As coolant ages, it loses its ability to do this, and it shows up in the pH. If your vehicle's antifreeze has degraded to the point of needing replaced, we also suggest a power flush prior to refilling, using safe chemical cleaners, conditioners and a sealer. The results are excellent, and the longevity between this service is maximized. This is also the right time to check belts, hoses and the radiator cap. Ask us to check your cooling system next time you are in for your scheduled preventive maintenance or repairs.