

FUEL for Thought

Fall/Winter 2020

DOUGLAS
AUTOMOTIVE

Service with Integrity

CAR CARE CLUB TIME!

Annual Holiday Special: Only \$79⁹⁵ for Over \$400 in Savings.

- 3 FREE Oil Changes
- Free Tire Rotation
- Free Pair of Wiper Blades (Most Cars)
- ...and Much, Much more!



AMAZON ECHO SPECIAL!

The first 100 customers who purchase a Car Care Club Card will be entered into a drawing for an Amazon Echo! One name selected from each shop.



NEW CARS DEPRECIATE FASTER THAN USED CARS

Initial Car Value
\$30,000

Yes, some say cars are not a good investment, yet think again! Cars do have some value when resold or used as a down payment for a new vehicle. By considering your car as an investment, people tend to treat your car with more care and respect. Your car is far more than a tool. Treat it well and it will treat you well!

Here is some enlightening information from Dave Ramsey that justifies the value of keeping your existing car.

AFTER ONE MINUTE: A brand-new car loses somewhere between 9–11% of its value the moment you drive off the lot. So, with a \$30,000 new vehicle, you're basically throwing \$3,000 out the car window as you drive the car home for the first time!

AFTER ONE YEAR: Research shows that new cars suffer their biggest drop in value within the first 12 months of ownership. After one year, your car will probably be worth about 20% less than what you bought it for.

AFTER FIVE YEARS: After that steep first-year dip, that new car will depreciate by 15–25% every year until it hits the five-year mark. So, after five years, that new car will lose around 60% of its value.

Bottom Line: Cars that retain most of their value can put more money in your pocket for your next car purchase. If you are a used car shopper, choosing a car that has already taken a depreciation hit can provide you with a substantial deal.

New Car Value After...

1 minute	\$27,000
1 year	\$24,000
2 years	\$20,400
3 years	\$17,340
4 years	\$14,740
5 years	\$12,530

HOW TO:

Increase the Value of Your Car

- 1. Keep it Covered.**
If you have a garage, the first priority would be to use it to store your car.
- 2. Get regular maintenance**
small issues can become big problems sooner or later.
- 3. Don't smoke in your car.**
At least 78% of the population does not smoke. Not only does smoking make your car smell bad, it also dulls interior surfaces and can turn them into a yellowish-brown color.
- 4. Clean stains on carpet and upholstery ASAP.**
Generally, car interiors resist stains. Yet this resistance works best if you clean spills right after they occur.
- 5. Change the oil regularly.**
Probably the most important maintenance step you can have performed on your car. Just a few dollars will go a long way toward saving you thousands of dollars in the future.
- 6. Don't ignore those noises.**
Unfamiliar noises in your car could be the first sign of significant problems.
- 7. Wax your car a few times a year.**
This will protect the surface and help maintain its color.

EURO CAR

EXPERTS



**DOUGLAS
AUTOMOTIVE**
— Service with Integrity —



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EXCLUSIVE COUPONS, tips and discussions.

TRIVIA CHALLENGE

WIN a \$25 Gas Card!

Every issue includes a trivia contest for a \$25 gas card. The first ten people to call us with the answer to our trivia question are entered in a drawing at the end of the month. We make it easy! Just read the newsletter for answers to this issues trivia question and give us a call at any of our Douglas Automotive Repair Shops.

Congratulations to our Spring Winner:
Kevin & Deb Weber from Fox River Grove

THIS ISSUE'S QUESTION:

When does a new car experience its biggest drop in value?

WINTER SPECIAL \$39⁹⁵

+Tax and Disposal Fees

Special Includes:

- Deluxe Oil Change
- Brake Inspection
- All Fluid Levels Inspection
- Lights Check
- Radiator & Coolant Inspection
- Tire Rotation
- Belts & Hoses Inspection
- Battery & Charging System Test
- Road Test & More!

A \$130 Value! Only \$39⁹⁵ plus tax and disposal.

Offer expires 12/31/20. Call store for complete details. Most cars/light trucks. Includes up to 7 Qts. of oil & new filter. Full synthetic oil is extra. Cannot combine with other offers.