

FUEL for Thought

Spring/Summer 2021

DOUGLAS
AUTOMOTIVE

Service with Integrity



More than Just an Oil Change, It's a Relationship.

Safety, not sales, is what makes us successful.

You discover a lot when you're under a car. Like home remodeling, other issues often surface. The question is: Do they need immediate attention or can they wait till later? Either way, it's the responsibility of the shop to perform the oil change correctly and to inform you of any issues discovered in the process. It's for your safety, and the shop's safety.

Although auto repair shops are a service industry, they're certainly not a Domino's Pizza or Subway. They're working with complex components built within fine-tuned machines that are literally "computers on wheels". If oil changes were the only things shops did, they'd be out of business. Just think...there's tools, utilities, recycling expenses, payroll, etc. Oil changes alone can't sustain a business. And as much as they try, fast oil change shops may not have the ability to identify true problems. Worse yet, they may think something is a problem when it's not. Usually *that's* when "upselling" complaints start. Their recommendations are motivated by sales, not safety.

You won't get unscrupulous recommendations or see gimmicky games when visiting Douglas Automotive. We offer "Service with Integrity", and we mean it. For almost 30 years we've worked hard to prove ourselves. We've formed great relationships with our customers and we're proud to call them friends.

Whether it's Douglas Automotive or another business, take your vehicle to an established, certified shop that knows what they're doing. It's for your safety and peace of mind.

Douglas Offers More Than Just an Oil Change

Stop in now and take advantage of our Super Summer Oil Change Special and ensure your car is ready to roll with a brake inspection, fluid level inspection, tire rotation, road test, and more. [See back page for coupon!](#)

Spring Cleaning Checklist

- ✓ **Detail the Exterior**
Check for rust, scratches or dings that could invite rust.
- ✓ **Remove & Clean Car Mats**
Power washing quickly removes months of grunge.
- ✓ **Clean Carpet & Upholstery**
That vacuum crevice attachment comes in handy here.
- ✓ **Clean the Headlights**
Whitening toothpaste works wonders at removing that ugly yellow film.
- ✓ **Check Wipers for Damage**
Replace if necessary.
- ✓ **Check Your Tires for Wear**
If you have winter tires, remove them. They don't work well on dry pavement and wear down quickly.
- ✓ **Flush the Undercarriage**
Best for removing winter grime and mud.
- ✓ **Have Your Brakes Checked**
For your safety, technicians should check the condition.
- ✓ **Peek Under the Hood**
Any "critters" under there? Chewed wiring isn't uncommon.
- ✓ **Clean the Windshield**
One cup white vinegar with one cup water cuts through oil, dirt and other residue.



When Good Oil Goes Bad

Buildup of goeey, tar-like deposits of sludge can limit or shut off oil circulation in your car, causing thousands of dollars in damages—which can even include complete replacement of an engine that has seized.

We've got a link to a great *New York Times* article on how sludge can impact your car on our Facebook page. Visit us on Facebook to check it out:

[Facebook.com/DouglasAuto](https://www.facebook.com/DouglasAuto)

Douglas vs. Dealerships

Dealerships

Bringing your car back to the dealer for repairs and maintenance sounds like a great idea—after all, they did sell you the car. But remember: Dealers invest in prime real estate, bright lights, and plush surroundings to get shoppers in the mood to make a major purchase. Usually that investment pays for itself, but in a slow sales month the money to pay for the luxury shopping experience has to come from somewhere...



More Overhead

Doesn't Prioritize Emergencies

Rush Services are Less Flexible

Limited Qualifications for Non-Dealer Brands

Limited Warranty Work

Manufacturer Trained Tech Staff

Indirect Communication

Walk-in Appointments Difficult

Pressure to Buy a New Car



Less Overhead

Can Prioritize Emergencies

Rush Services are More Flexible

Qualified for All Makes and Models

Handles all Warranty Work

ASE Trained - Less Labor Hours

Direct Communication

Walk-in Appointments Available

No New Car Pressure

Douglas Automotive

With no on-site inventory of cars to sell, certified repair shops like Douglas Automotive can invest in smaller buildings, on smaller lots, managed by more specialized staff than your typical auto dealer. That means when you bring your car here, you're maintaining more of your investment and less of ours—and without voiding your existing warranty. On top of that, we provide our own **3-year/36,000-mile warranty** on all parts and service at our shops.

BARRINGTON

417 W. Main Street
Barrington, IL 60010
847-262-3177

CRYSTAL LAKE

123 E. Virginia Rd.
Crystal Lake, IL 60014
815-572-4240

FOX RIVER GROVE

416 Northwest Hwy.
Fox River Grove, IL 60021
847-558-7328



Like the Douglas Automotive Facebook page today for access to
EXCLUSIVE COUPONS, tips and discussions.

SUPER SUMMER

OIL CHANGE SPECIAL \$39⁹⁵

SPECIAL INCLUDES:

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

A \$130 VALUE!

Sale price: \$39.95 + Tax and Disposal Fees! Call store for complete details. Most cars/light trucks. Includes up to 5 Qts. of oil & new filter. Full synthetic oil is extra. Cannot combine with other offers.

Offer Expires 8/31/21

NEWS0521

TRIVIA CHALLENGE

WIN 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 for a \$25 gas card. We make it easy! Just read the newsletter for answers to this issue's trivia question and give us a call at any of our Douglas Automotive Repair Shops.

Congratulations to our previous Winner:
Otto Duke of Crystal Lake

This issue's question:
What makes Douglas Automotive successful?

