



# Diamond Times



Volume 1 - 09

Welcome to Diamond Auto Spa and Lube and our first edition of the Diamond Times! This quarterly newsletter is designed to educate you regarding your vehicles' care and to further ensure your family's safety and to promote your vehicles' appearance and longevity.

Along the way, we will also provide some car care "fun facts," service features, seasonal recommendations, insight into the inner workings a "flex-serve" car wash in addition to "Diamond News" regarding our exceptional employees ... those dedicated individuals devoted to serving YOU and your vehicle's every need.

## Preparing for Summer Driving

Heading to the beach for a fun filled week in the sun? Or, maybe a family trip to our Nation's capitol? Wherever you may be heading this summer, one thing is for sure, you'll likely be doing it from behind the wheel of the family-truckster!



Well, the most common cause of "driver meltdown" during the summer season is: "Autohydrohypertemperatureitis" (source: NASA)

...or what is more commonly referred to as engine overheating. To help avoid this condition, most vehicle manufacturers recommend a coolant flush and refill. But "why?" you may ask.

Well, it's quite simple really...

Servicing your cooling system will help maximize the performance of your vehicle's heating and cooling systems. Just like engine oil, your vehicle's antifreeze needs to be maintained by flushing it regularly, which actually costs less than oil changes over the years. Coolant will become contaminated and breakdown because of constant temperature changes.

Dissimilar metals and the chemical reactions can make coolant acidic, discolored and murky. Your cooling system will slowly become filled with dirt and sediments which can damage the water pump and restrict coolant flow through your vehicle's radiator and heater core. This can cause overheating or poor heater output.

Most manufacturers recommend servicing your cooling system every two years. Some have introduced extended life coolants to eliminate the need for flushing.

Here at **Diamond Auto Spa**, among many other automotive specialists, we advise against this for several reasons. First, most people don't drive their vehicles in "optimum conditions" as described in their owner's manual. Second, it costs so little for a cooling system service compared to costly engine repairs. The old saying: an ounce of prevention is worth more than a pound of cure, says it best.

See the back of this newsletter for a coupon that can help "SAVE YOU SOME CASH" for your next scheduled coolant flush and refill service.

## Auto Trivia??

1. Who invented the automobile?
2. How many VW Beetles were sold in the U.S. in their first year?

(See Page 2 for the answers)



Who doesn't just LOVE Pumpkin Pie?

## Gas Prices Rising Again?

### What a SURPRISE!!!

### Call the Press!!!

I mean really, you could set your watch by it ... well here are a few simple ways you can maximize fuel economy this summer.



That's a Good One!

**Oil Changes.** Changing your engine oil will help lubricate the engine, minimize friction and carry away excess heat, all of which will lead to greater fuel economy.

**Use the Right Grade.** This is usually printed on the oil cap or in your owner's manual.

**Drive Sensibly.** Aggressive driving (speeding, rapid acceleration and braking) wastes gas. It can lower your gas mileage up to 33% at highway speeds and up to 5% around town.

**Air Filters.** Dirty air filters make it harder for the engine to breath. If the flow is restricted by a clogged air filter, the fuel economy and vehicle performance will suffer. Replacing a clogged air filter can increase your mileage by 10%.

**Tires.** Under-inflated and improperly balanced tires create greater rolling resistance negatively effecting fuel economy and increasing tire wear. The simple act of regularly checking tire pressure and routinely rotating and balancing your vehicles tires WILL SAVE YOU MONEY.

**Ask your Diamond Auto Spa service specialist about scheduling a tire Rotation and Balance TODAY!**

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Oakwood, GA 30548  
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## Luis and Sandra Married!

Wow, what HUGE news for our Diamond family! This past February our very own Luis Zelaya and Sandra Espinoza, both employed at the Thompson Bridge location, where married here in Gainesville ... we are very proud of them both, Congratulations Luis and Sandra!



## Employees of the Quarter!

Diamond Auto Spa takes great pride in ALL of our dedicated employees ... and we have SO MANY! The following have been recognized as our most recent Employees of the Quarter. They have each been awarded a cash prize and have had their names added to the Diamond Hall of Fame, way to go!

- Hector Diaz* - Buford
- Carlos Calderon* - Thompson Bridge
- Manuela Razo* - Oakwood

## Why Wax Your Car?

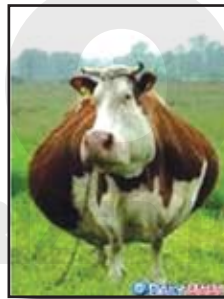
Prior to the automobile, it was European coach builders that first applied coatings of animal fats to protect the custom paint work on their horse drawn carriages. This tradition has endured over 100 years and is still the best way to protect the paint work on modern-day coaches. Radiant and ultraviolet energy, acid rain, salt, atmospheric pollution, insect fluids, and bird droppings wage a constant war on your car's finish. Waxing provides an easily renewable, transparent barrier between the finish and a hostile environment. Speak to your Diamond detail-specialist today about our host of detail services, including the *Diamond Express Wax*.

## Go Green, Get Clean

Diamond Auto Spa takes great pride in helping to protect our shared environment. Whether through our extensive water recycling process, our partnership with industry-leading vendors such as Blue Coral, Safety-Kleen and locally, the Lake Lanier Association we strive everyday to do our part. *You help too!* By using a professional car wash, you ensure that the chemicals and heavy metals that wash from your car during the wash cycle don't end up in our lakes and streams ... tell your friends and have them "Go Green, Get Clean" at Diamond Auto Spa.

## Answer to Trivia Questions:

1. **Karl Benz - 1885**
2. **2 in 1949**



*"You Must Be Kidding!"*



 <p><b>\$10 OFF</b></p>	 <p><b>\$5 OFF</b></p>	 <p><b>\$5 OFF</b></p>	 <p><b>\$5 OFF</b></p>
Premium Coolant Flush Featuring Shell Long Life Coolant	Tire Rotation & Balance	Diamond Express Wax or Interior Service	Any Full Service Wash
<b>SUPER TUESDAY SPECIAL</b>			
Good at any location. Coupon must be presented at checkout. Not valid with any other offer.	Good at any location. Coupon must be presented at checkout. Not valid with any other offer.	Good at any location. Coupon must be presented at checkout. Not valid with any other offer.	Good at any location. Coupon must be presented at checkout. Not valid with any other offer.
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