

Your Monthly Newsletter from:

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**FIRST CLASS**

**SELECT WORD**

A Newsletter You Can Use • Come Along for a Ride

**Select**

Auto and Truck Repair

Select once, smart, and forever.

Select is committed to being "green" and e-mail is perfect way to save some trees while bringing you the monthly offers and updates.

Please take time to opt out of our paper newsletter by sending us an e-mail to [optout@selecttowing.com](mailto:optout@selecttowing.com).

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**APRIL/MAY 2011  
ISSUE**



## **April is National Spring Car Care Month**

### **Chrysler Group Car Care Musts**

"Now is the time to get your vehicle into shape for the summer travel season," said Jim Sasorossi, Head of Sales at Mopar, Chrysler Group's service, parts and customer-care brand. "Performing preventative maintenance is critical for maintaining the safety and performance of your vehicle."

**Seven Mopar Maintenance Tips**  
**Check Tires** Tire wear is a good indicator of how your vehicle's steering and suspension are performing. Excessive edge wear, center wear and shoulder wear can be clues that other maintenance is needed. Check air pressure on all tires, including the spare, as incorrect tire pressure can cause tires to wear prematurely. Tread and sidewall areas should be inspected for uneven or irregular wear and should be replaced if worn or damaged.

**Check Brakes**—Every time you brake, a thin layer of the pad is removed. The key is to replace the pads or shoes before the drums or rotors become damaged. Pads, shoes, rotors, calipers, fittings, brake hardware and parking brake should be checked for the summer driving season. If your brakes sound like they're squealing, it may be time for replacements.

**Check Fluid Levels**—Engine oil should be changed or replenished, and all vehicle fluids and lubricants should be checked and changed at factory-recommended intervals to make sure they're fresh and filled to the recommended levels. Low, or dirty fluids can have an impact on how your engine and components perform and could potentially damage your engine.

**Check Engine Belts, Hoses and Fuel Filter**— In today's vehicles, a single drive belt provides power to many engine accessories, and hoses carry vital fluids under high pressure. Prevent a breakdown or serious engine damage by replacing belts and hoses at recommended intervals. Quality-tested Mopar belts and hoses offer precision fit, optimal service life and original-equipment performance.

**Change Air Filter**—The air filter is designed to protect your engine from airborne contaminants. Poor air flow to the engine inhibits performance and can generate greater fuel consumption. A new air filter allows clean, unrestricted air flow into the engine and helps to ensure proper performance and longer life.

**Check Battery**—Whether it's the first start up in the morning or having the reserve power to run the air conditioning and other accessories, the battery is the critical source. Corroded terminals, a bulging or cracked case are signs that a battery has been subject to extreme conditions. And each battery has a limited "life" to it. Test your battery and replace it if necessary to make sure you have the cranking power to start your vehicle and keep it running.

**Check Wiper Blades**— Worn wiper blades can affect your vision and ability to see the road and vehicles in front of you. For greater visibility and smooth operation, Mopar all-season wiper blades are built for the long haul and feature a strong, all-metal superstructure for durable, reliable performance. An innovative wear indicator gradually turns from black to green to yellow as the blades wear.

**Stay safe this summer and save on unexpected bills with a full spring check up, call for your appointment today, **973 325 1426****

# From Bobby's Rug



Bobby—Select Mascot

Woof Day Everyone,

I finally got some time to hang out on my rug and write an update for all my fans. It's been almost a year since my last letter, and I have a ton of news for you. First of all, I am a year older—which is actually 8 years in dog years...I am now officially middle age. But I am enjoying life as much as a pup.



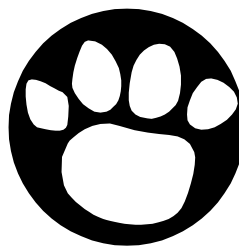
Romeo, at 2 months in October 2010

Speaking of pups, I have an addition in my family -Romeo aka Bob Light aka The Little One. He's been living with me for 6 months now, and he is trying the limits of my patience. To keep my sanity my owner, John, does not take Romeo to work with him and I still get all the attention at the office. At home, however, it is a different story. The pup always wants to play with me, steal my attention, food, and toys, he has no respect for the elders!

Yet, I am glad I have an apprentice to continue on my legacy. I will teach him all I know once his energy wears off a little bit, but so far the quiet times at the office have truly been my refuge from this ball of energy.

Maybe one day you will come and find us both at shop and please do say hi. I love people and attention.....bring food too, I won't beg (too much), I promise.

PAWS out,



Bobby

Romeo attempting wrestle a ball pout of my mouth—I always win



# SELECT WORD



Arriving every month—because you are important to us!

## EARTH DAY 2011



“Oh Beautiful for smoggy skies, insecticided grain,  
For strip-mined mountain's majesty above the as-  
phalt plain.

America, America, man sheds his waste on thee,  
And hides the pines with billboard signs, from sea  
to oily sea.”

~George Carlin

Celebrate your mother and everyone's mother, Earth  
and have great April and May.

Select is the only shop in  
Essex County with a  
“green” certification

'till next time,  
Select Family

### Select

Auto and Truck Repair

Select once, smart, and forever.

## CELEBRATE EARTH DAY, APRIL 22, 2011

### with these Earth-friendly savings

Only with this flyer during the month of April, all month long!

Oil, filter change, and lube (up to 5 Qts. 5w30 or 10w30), tire rotation,  
filter, belt, and brake check, and FREE 51-point courtesy inspection

### Only

### \$24.77 Plus tax

### You Save \$70.04!

### Call now - 973-325-1426