



ArborMOTION News

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ArborMOTION Road Scholars: Our Movement Makes the Difference

“The big repairs always start out small”

It seems like an obvious piece of wisdom, but usually isn't the first thing that comes to mind when you notice that “kind of low” tire, funny new grease spot in the garage, or irritating squeal at stoplights. These are, after all, minor annoyances that rank low on the importance scale relative to the other obligations that life throws at you. As a repair and maintenance facility we see all too often the result of ignoring or postponing the inevitable repair that accompany these initial nuisances. It's not out of apathy that these pending catastrophes get pushed back it's merely an after effect of the current hyper pace of life. Wouldn't it be nice to have your own personal pit crew?

Starting in March, ArborMOTION will be introducing to the community our Road Scholar program. Think of it as Ann Arbor's public pit crew and a testament to our desire to not

only preach automotive maintenance, but also to practice it in the community at large. ArborMOTION's Road Scholars is a team of our expert staff of technicians who will go out to select businesses or venues and thoroughly inspect the vehicles of that company's consenting employees or guests free of charge. The results of a particular vehicle's inspection will be noted by the technician and corrected if necessary for no charge or obligation. Currently our Road Scholar Inspection Vehicle is being outfitted with a portable air compressor and enough tools and equipment to conduct a wide range of test procedures including tire condition and inflation pressure, wipers and washer fluid, critical engine fluids, and the battery. After the inspection is completed and any necessary corrections have been made, the results will be recorded on a report card and left

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From Joe's Desk...

A new year again...they seem to be rolling along at a good pace at this stage in my life. This year is significant for me because I will be going to Ecuador for six months starting January 15. As some of you may know, I was born in Ecuador and I came to the States when I was 13 years old. I have been back several times in the last few years. On my last visit I bought land and I plan to build a home there. This is the culmination of a dream I've had for a long time.

One of my business strategies that I have used successfully over the last 30 years is to replace myself with people who are better at my job than I am. While gone, my replacement in the shop is General Manager, James Snider. He brings a refreshing new style of management that

continued on p2. “Joe”

Customer Profile: Max Pettibone

Max Pettibone is a retired land developer who has been coming to ArborMOTION for two and a half years, since he moved from Virginia to Ann Arbor with his wife and daughters. His daughter, Lori, found us on the internet while looking for a shop that could work on her 2002 Mini-Cooper. Lori's Mini-Cooper was a birthday gift from her father. Max says, “I bought the car and had a friend hide it till her birthday, then when she walked out of the restaurant, it had a big red bow on it and a sign that said ‘Please take me home!’ Worst part is that she didn't know how to drive a manual transmission. But she learned very fast.”

When they moved to Ann Arbor, they tried other service places including two different dealerships but chose Arbor-

MOTION because “you are full service and you aren't afraid of anything. You are fun people to be with.” Coincidentally, Max met Joe Meza at an Alternative Fuel event and discovered that they drove the same hybrid vehicles: 2 Prius and a Lexus RX400H. “I figured if he's driving the same cars then I can't be all that bad off,” Max says. Now they bring all 5 of their vehicles to ArborMOTION: Lori's Mini-Cooper; the Lexus RX400H (Hybrid) [“We call it ‘Big Dog’ and this is our vehicle to run to Ikea in.”]; a 2006 Lexus IS 250 [“For sale – anyone interested? Fully loaded and

beautiful!”]; a 2004 Toyota Prius (Hybrid) which Max drives; and a 2002 Toyota Prius

continued on p2. “Max”



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January Coupon

10% off

MAINTENANCE

All Flushes and Regularly
Scheduled Maintenance

(50K, 90K.....)

Valid thru 1/31/08

Max cont.

(Hybrid) which his in-laws are driving.

Max and his wife, Cynthia, have 3 Daughters; 20, 24, 26 and a son 40. The only one in the area is the youngest daughter, Lori, a student at U of M. Max says, "My hobbies are doing things for my three daughters, U of M sports and did I mention doing things for my daughters?"

Their most memorable road trip was driving from Virginia to Michigan when they moved. Their 22 pound cat, Cletus, slept behind Max's neck and acted as a head-rest while he drove. "Every thing was fine unless I leaned forward."

Waxing poetic about your vehicle or just looking for your fifteen minutes of fame? Send your customer profile to news@swedishengineering.com

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February Coupon

10% off

all Brake Related
Services and Repairs

Valid thru 2/29/08

Scholars cont.

with the vehicle in a weatherproof packet. It's like your own personal pit crew taking care of your car while you are at work!

ArborMOTION wants to make a difference, and we can more effectively do so when we take the initiative to go to the community instead of trying to focus solely on the community coming to us. For more information on the ArborMOTION Road Scholars program and how it can benefit and educate your group event or company please contact Jason Gary at 734-761-1088, or jgary@arbormotion.com.

Joe cont.

should improve our services for you. He has done an exceptional job so far, he is organized, a hard worker and a good manager. Most importantly, his focus is on striving for happier customers and happier employees. If you haven't met James yet please ask to meet him the next time you are in the shop.

2008 should be a good year for us. It is a challenge to deal with this economic climate, we are ready to embrace that challenge and forge ahead. As a customer, you will see improvement in our services and more new services so that we can become facilitators for caring for your car.

Joe

Congratulations

Congratulations to Honeycreek Middle School for being awarded the 2006-2007 League Michigan Middle School State Championship. The state award goes to the Michigan middle school that compiles the most points for a host of service efforts meant to engage students in "doing good" in their community. Students at Honey Creek participated in various events, including collecting food at Thanksgiving and performing beautification projects on the Washtenaw Intermediate School District campus.

Sue Hofbauer Huczek, Academic Service-Learning Coordinator at Honeycreek, says "Service-learning has increased student enthusiasm for school and empathy for others... Overall, they've become a more caring and giving student body because of The League programs, service-learning curriculum, and the example and encouragement of generous Honey Creek staff, parents, and community partners."

The League is a school and web-based system for service-learning that builds character and inspires young people to "do good" in their community, the nation and the world, using a team-based approach to engage young people in service. Learn more: www.theleague.org and www.learningtogive.org

ArborMOTION is proud to support Honeycreek as a participating business in Honeycreek's Scrips program that helps raise funds for the school.

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