



- Over 30 years of experience servicing Volvos
- Monthly Specials
- Nationwide warranty
- Shuttle service
- Original VOLVO parts
- Personal, professional service



- Servicing LEXUS and TOYOTA vehicles
- ASE certified technicians
- Using the latest technology
- Hybrid specialists
- Loaner cars available



- Featuring top quality tires from Nokian and Yokohama
- Brakes and suspension repair
- Alignments and tire rotation

We're open:
Monday-Friday 7:30 am-5:30 pm
Saturday 8:00 am-4:00 pm



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Swedish Engineering
 Announces Two New Divisions:

Asian Import Repair—Servicing Lexus and Toyota Vehicles
Ann Arbor Tire—Superior Tires for all Makes and Models

Welcome to the New Edition of Swedish Engineering News

Welcome Volvo, Lexus, and Toyota owners and enthusiasts to our newest edition of the Swedish Engineering newsletter. We've changed the format of our newsletter to be more inclusive of the two new divisions of Swedish Engineering: Asian Import Repair and Ann Arbor Tire. It's something different, so please give us your thoughts.

The Volvo Focus

Volvo's are still the core of our business and we will continue to emphasize them in the newsletter. Enjoy the first in a series of articles we'll be running focusing on Volvo lore and legend. We've seen a substantial increase in first-time Volvo owners over the past year so we want to get them caught up on some of the history behind the unique Volvo ownership experience. On the back cover, Tom O'Connor, one of our Advanced Master Technicians explains the importance of regular oil change intervals. This is a topic that is important to all vehicle owners, especially for owners of turbocharged Volvos and Toyotas with the V-6 engine. As always, be sure to mark your calendars to take advantage of our service specials. We've extended the March Brake Special into April, and are gearing up for the popular May Air Conditioning Special. Call Corky or Phil in our service department to reserve a time and ensure comfortable traveling throughout the summer.

Ann Arbor Tire—Featuring the Nokian WR

Thanks to a long and somewhat snowy winter we were able to test the new Nokian WR All-Weather tire in conditions appropriate to its Scandinavian origins. All of our Lexus and Volvo loaner vehicles, along with the shuttle vehicle, were outfitted with this incredible tire and it handled everything that the season could muster. Because the WR is manufactured as a true "all weather" tire, we'll be leaving these on all year, a convenience that further adds to this product's list of attributes. Swedish Engineering has been supplying Volvo owners for years with Nokian's superior winter tires, and now Ann Arbor Tire is introducing the whole range of Nokian tires to the community. You won't see these European tires advertised on television, so please check out the Nokian website (www.nokiantires.com). Like Volvo, Nokian integrates safety and environmental concerns into a very well manufactured piece.

Spring Cleaning for Your Vehicle—Auto Detailing at Swedish Engineering

Since spring has finally arrived, now is the ideal time to reward your Volvo, Lexus, or Toyota with a well deserved spring cleaning and detailing. After a steam power wash and interior vacuuming you'll fall in love with your car again. Detail packages start at just \$49.00. Call Jason Craiger through our service department to set up a time.

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Saturday 8:00 am-4:00 pm

—Joe Meza

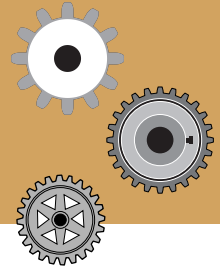
Tips for Improving Gas Mileage

With gas prices on the rise over the summer, here are a few helpful tips to save money at the pump.

- Keep your tires properly inflated
- Change your oil, spark plugs, and air filter regularly
- Avoid idling—this burns more gas
- Remove excess weight in your vehicle

IN THIS ISSUE

- The History of Volvo Part One
- A.I.R.—Lexus Announcements
- Ann Arbor Tire Feature—Nokian WR Tire
- Oil Change Tips



The History of Volvo Part One

Volvo owners are proud of the safety, reliability, and longevity of their Volvo automobiles. But how many know the history behind this long-lived brand?

Volvo, Latin for "I roll", was born on April 14th, 1927, when the first car, "Jakob," left the factory in Gothenburg, Sweden.

Founded by Assar Gabrielsson and Gustaf Larsson, the Volvo company was built upon quality and safety which were both of paramount importance—a concept that still applies to the Volvo cars of today.

During the early years, the company produced both closed top and cabriolet models of their new four-cylinder OV4 and PV4 models, which were constructed to better withstand the harsh Swedish climate than their U.S. counterparts. Both carried the Swedish symbol for iron attached to a diagonal piece of metal on the front grille—another aspect of Volvo's heritage that can still be seen on today's models.

In 1929, a 6-cylinder PV651 model which was both longer and wider than the Jakob was introduced. Its success helped the company to purchase its engine supplier and buy its first factory. By the end of 1931, Volvo returned its first dividend to shareholders.



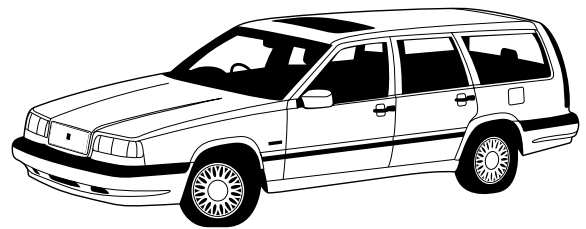
By May 1932, the 10,000th Volvo rolled off the assembly line, and auto dealers began asking the company to make a more consumer friendly model. This became the PV51 model of 1936, similar to the more expensive PV36 in design, but smaller in size and less well equipped.

By the autumn of 1944, Volvo unveiled one of its most significant cars—the PV444. Volvo's first "true" small car, its stylish design combined American flair with European sizing and it was an instant success. The PV444 and the PV544 would dominate Volvo production through to the mid 1960's and be the first models to gain Volvo a slice of the important US market during the 1950's.

Look for Part Two of Volvo's history in the next newsletter.

Volvo Accessories Special April and May Only

The Swedish Engineering Parts Dept. wants to help you show off the individual, as well as functional aspects of your Volvo by offering wholesale pricing on all Volvo travel accessories through April and May. Get ready for your summer adventures with any of Volvo's great luggage carrying or towing accessories. Call Ben, or Jason at 761-2265 to get the best pricing on genuine Volvo roof racks, tow hitch packages, or whatever else catches your eye in the Volvo accessory catalog.



Detailing Now Available



Spring into the season with a shiny, clean vehicle that looks like new inside and out.

Spruce up your Volvo, Lexus, or Toyota with a well deserved spring cleaning and detailing. After a steam power wash and interior vacuuming you'll fall in love with your car again.

Detail packages start at just \$49.00. Call Jason Craiger through our service department to set up a time.

Spring
Cleaning





ANNOUNCING ASIAN IMPORT REPAIR

Asian Import Repair

Servicing LEXUS and TOYOTA Vehicles

- ASE certified technicians
- Using the latest technology
 - Hybrid specialists
 - Loaner cars available
- 30 years servicing automobiles
- Personal, professional service



Visit us on the web at:
www.asianimportrepair.com

Lexus Announces Hybrid The RX400h

First the Toyota Prius...then the Toyota Highlander...and now Lexus announce the first luxury SUV to utilize hybrid technology.

The RX 400h is the world's first luxury hybrid and combines the prestige of the Lexus brand with dramatically improved mileage. How does it work? The RX 400h recovers energy wasted during deceleration and braking to feed the hybrid's battery. All this without sacrificing any of the amenities Lexus owners are accustomed to.

The RX 400h will have the same aerodynamic profile of the non-hybrid Lexus vehicles and the same amount of cabin and cargo space.

The world's first luxury hybrid will be available beginning on April 15, 2005.

ANN ARBOR TIRE

Ann Arbor Tire



Nokian Tyres WR The Perfect Michigan Tire

Nokia Tyres WR Tire is especially designed to adapt to the changing conditions in climates like Michigan. The WR is particularly suited to year-round driving because the tread and grip are designed for use on wet, dry, and even snowy roads. The groove angles on the tire are tailor-made for each tire size, providing more accurate driving characteristics and preventing aquaplaning. The treads were also designed with wear-resistance in mind so they stand up to the challenging driving conditions we face in Michigan.

Ask your Ann Arbor Tire Representative about Nokian WR today!



The Ann Arbor Tire Advantage

- Featuring top quality tires from Nokian and Yokohama
- Brakes and suspension repair
- Alignments and tire rotation

Visit us on the web at:
www.annarbortire.com

Ann Arbor Tire Features:



Visit the Nokian website: www.nokiantires.com

The website features more information about Nokian Tires and a history of the company.



Technician's Corner

The Importance of Regular Oil Changes

Your owner's manual probably recommends oil changes at an interval of 7,500 hundred miles followed by an asterisk. The asterisk probably says something like "severe service requires more frequent oil change intervals." Severe service is driving around town in hot or humid weather, using the air conditioning, frequent accelerations, short trips, etc. Almost all driving falls into the category of "severe service." So why recommend a 7,500 mile interval? It is a mandate from the government which cuts the consumption of motor oil almost in half, but possibly to the detriment of your engine's life span.

When your engine oil gets hot it smokes. Once upon a time this smoke (hot oil vapor) was just vented and lost into the atmosphere. Computer engine controls are now used to track the quantity and quality of this problematic oil vapor. The glitch is that old dirty oil smokes more than clean oil and that vapor is thicker. The computer program that manages your engine tries to accommodate this additional vapor produced by the worn oil. When the computer reaches the limit of it's adaptive ability it turns on the emission warning light. Left unattended the engine begins to run poorly and the catalytic converter is damaged.

What can and should you do to avoid this unnecessary expense? My recommendation is a 3,000 mile interval for oil changes if you drive primarily in and about town, and no more than 5,000 if you have a low mileage car and drive on the expressway only. My other recommendation is that you have a master technician do or supervise the oil change. The difference in service level between a quick oil change facility and a master technician is incomparable. A car that is serviced every 3,000 miles by a master technician is cheaper to own in the long run and rarely has surprise problems.

—Tom O'Connor
Tom is ASE certified as an Advanced Level Master Technician.



MONTHLY SPECIALS

April

15% OFF

Brakes

May

15% OFF

Air Conditioning

June

15% OFF

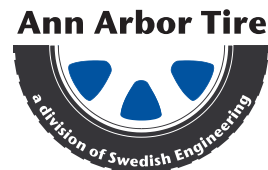
Exhaust



Swedish Engineering
734-761-1081



Asian Import Repair
734-213-0478



Ann Arbor Tire
734-213-1159

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