

A BUSINESS AND ECONOMIC FORECAST.

Is it time to say goodbye to Ol' Bessie? Get your vehicle into tip-top shape before the trade

By Martha E. Conway
mconway@cnylink.com

The devil is in the details, so it's said, and apparently so is a higher resale value for your used car or truck. Experts in the field say no matter who the buyer is, he or she is going to get a subliminal message about the overall condition of the car by what they see when they first walk up and open the door.

Pros offer pointers ...to up your trade-in

When you trade your car in, all you're doing is selling it to a dealer, according to Mike Pugh of Milo Motors in North Syracuse.

"What you want to do is present the vehicle in the most favorable light," Pugh said. "Run it through the car wash and vacuum the interior."

Pugh said if a dealer sees an interior that looks dingy and unkempt, they are going to assume that level of care also was extended to the structural and mechanical well-being of the vehicle.

"If the dealer sees an interior that is trashed, they are going to apply that condition to the rest of the vehicle and assume it's worth less," Pugh said. "Present your car to a dealer as if it is going to be sold in your driveway."

According to Pugh, negotiate the price on your trade first.

"You don't have to lie," Pugh said. "You might want to tell the dealer you are selling it yourself or have a friend interested in it and want to know what the dealer says its worth. Just ask the dealer to tell you the actual cash value of the vehicle you are selling."

Pugh said there is one advantage to trading in a vehicle: Sales tax savings. The trade-in value is deducted from the selling price of your new car, meaning you pay less sales tax.

"If you have a car worth \$5,000 and use it for a trade-in, its value becomes \$5,400 when

you figure in the savings on sales tax at a rate of 8 percent," Pugh said.

A big advantage of trading in your vehicle is simple convenience.

"You don't have to make yourself available at strange times just because they are convenient to a potential buyer," Pugh said.

...to sell it privately

One of the reasons dealers get more money for cars, Pugh said, is because they get them professionally detailed.

"I do think that it is money well-spent if you are trying to sell it yourself," Pugh said. "Get the oil changed. And if you go to one of the retail chains, they will top off all your other fluids, as well."

Pugh said the most inexperienced car buyer will likely know enough to pull the engine oil dipstick.

"If they see old oil in there, they're going to be suspicious of everything else," Pugh said.

A few dollars invested in taking care of known cosmetic and aesthetic problems is also a good investment, according to Pugh.

"You may know what the squeak or rattle is that is present in the car, but there are customers that can't see past what is an easily repaired defect," Pugh said. "Try and step back from the vehicle and look at it as if you were going to buy it. Ask yourself, 'If I were buying this car, what would turn me off? What needs attention right away?' If a body side molding is falling off the car, get it fixed."

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Don't go crazy fixing up that golden oldie, though. Pugh said a good objective is to invest about 10 percent in your car to help it sell quickly.

"If you've got a car you think is worth \$2,000, invest a couple of hundred dollars in fixing it up," Pugh said. "It may mean the difference between selling it in a couple of days or selling it in a couple of weeks."

A real testimony to quality is a freshly inspected vehicle, Pugh said.

"If you're confident your car will pass inspection, get it inspected," Pugh said. "Even if it isn't due. Buyers, especially if they don't take it to their own mechanics, won't know how worn the brakes are."

"That sticker can put some of their fears to rest before they get started, and the inspecting mechanic can give you a heads-up about work that might be needed in the coming months."

What is detailing?

If you think you can do the job yourself, gather the necessary tools and prepare to hunker down for a half-day's work of cleaning, vacuuming, scrubbing, polishing, waxing, buffing, etc. Professionals in the business have the tools and products to get into all the nooks and crannies, something that helps them do the job in much less time and with much less elbow grease than the average car owner might have to expend.

There's more to the job than meets the eye.

In its simplest form, detailing is a process that rejuvenates and protects the surfaces of your car. Professional detailers can return a car to showroom, or near-showroom, condition.

Once that work is completed, protectants are applied to keep the car looking good for as long as possible. Paint, glass, leather or upholstery, carpet and trim are all treated to help maintain that just-learned appearance.

According to automotivedetailing.com, a professional detailer combines chemicals, equipment, knowledge of vehicle surfaces, industry standards and customer requirements into systematic procedures to accomplish their goal of quality service and a delighted customer.

What work is performed?

Every detailer has his or her own system for bringing out the best in a vehicle. Generally, a car is cleaned inside and out: Wash, wax, windows, wheels. Spot cleaning and treatment is performed, and in some cases, minor repairs to items such as chipped paint, burn holes and torn upholstery are completed.

Most detailers offer a basic service, with additional procedures offered on a fee-for-service basis.

Be prepared to answer questions about the level of detailing you want performed and any areas of your vehicle that may require extra attention.

What should you ask of a detailer before hiring his or her outfit?

As with any business or service, start by asking trusted family and friends who they use. Call a couple and feel them out on the phone.

Ask exactly what services are provided at each level of care and how much you can expect to pay for those services. Ask about additional services they provide.

Is there anything you should do to prepare your car for the detailing process?

A clutter-free work area will help keep the process timely and prevent anything important from being lost.

Remove any debris from seats and floors, pick up loose change and empty the ashtrays, door pockets, consoles, glove box and other nooks and crannies.

Let the detailer know if you have used any chemicals in the vehicle recently to try and do any spot-cleaning, etc., and come equipped with a list of special problems you would like addressed.

Still want to do it yourself?

Here's a link to help you get started on the basics: detailcity.com/detailing-how-to.html.

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SELECTION • SERVICE • PRICE • GREAT LOCATION

Par-K has deals on a wide selection of vehicles

By Georgia Keene

Since 1979, Par-K Chrysler Jeep has provided customers around Central New York with an excellent buying experience. The economy may be in a slump, but the staff at Par-K is confident that its loyal customer base and wide vehicle selection will keep business strong in 2009. General manager Tom Gilbo says that now is a great time to buy a car or truck.

A Five Star Chrysler dealer, Par-K is known around the community for its excellent customer service. A recent survey by the Oswego Palladium-Times named Par-K the number one new car dealer in Oswego County. Chrysler has taken notice of the dealership's commitment to customers as well; for the 2007-2008 year, Chrysler named Par-K's service manager Gina Gunther the Five Star Service Manager of the Year. This award was based on an index of customer satisfaction.

So far in 2009, Chrysler has already made over 600 interior and

exterior changes to its vehicle lineup. All Chrysler and Jeep vehicles now have better fuel efficiency. Many are equipped with wi-fi connect, allowing passengers to access the Internet on the road. Most Chrysler vehicles now come with YES Essentials seat covers, which are stain-resistant.

The Chrysler Town & Country minivan is the only minivan on the market with Sto n' Go seating, allowing the seats to be folded into the floor for extra room. The Town & Country also has power doors operated with the push of a button. Chrysler and Jeep are still the only brands to offer the Lifetime Powertrain Warranty, which covers the engine transmission for the time the driver owns the vehicle.

In 2010, Chrysler plans to release three electric vehicles: the four-door Jeep Wrangler, the Chrysler Town & Country and the Jeep Patriot.

Tom Gilbo says that now is a great time to buy a vehicle because of the economy. "Because of the gas prices over the summer, prices on 4x4s have come down," he says. Gilbo says that

business has been very good, especially used car sales. "We are staying positive about this economy," he says. "The industry is down, but it will turn around. It isn't just the domestic industry, foreign sales are also down."

Gilbo explains that most of Chrysler's sales decrease over the past year can be attributed to their sales of commercial and fleet vehicles. "Any time there is a problem with the economy, Chrysler decreases their sales of fleet vehicles to bring the value of cars up and allow for more leasing," he says. Par-K is still leasing the Jeep Grand Cherokee, Jeep Liberty and Jeep Commander to customers.

The service department at Par-K has several experienced staff members who make sure the repair and maintenance process runs smoothly. Rick Malia has been service director for 15 years and is popular with the dealership's loyal customer base. "People love Rick because they know him and trust him," says Gilbo. "We are a small dealership, so people feel more comfortable coming here. It's

not overwhelming." Parts manager Dana Howell has 25 years of experience working with Chrysler. "We do a lot of wholesale sales of parts, and offer custom parts that some people send as gifts," says Gilbo.

Par-K has a full collision center, which is the largest body shop in Oswego County. The shop is equipped with frame machines and a paint booth, and can hold 15 cars. Their custom painter Butch Jackowski is a custom vehicle specialist. "He's the best painter I've ever seen," says Gilbo. Jackowski paints any make or model, even motorcycles, but specializes in classic cars. His work has been featured in national auto magazines.

Gilbo is confident that Chrysler will persevere through the tough economic times. "Chrysler isn't going anywhere," he says. "The Jeep products are very profitable in the Northeast. We will get through this year."

Par-K Chrysler Jeep is located on Route 481 in Fulton. They can be reached at 598-8118 or on their website, www.par-k.com.



Having fun selling cars are, from left, Yankee Bob Cahill, Karate Chris Leotta, Thomas "Elvis" Gilbo, Justin "Bam Bam" Morrison and Buffalo Joel Wayman.

Need a quality used vehicle?

Summit Used Car Central has what you're looking for!

By Georgia Keene

Looking for a quality used vehicle? Look no further than Summit Used Car Central on Hiawatha Boulevard. Customers will find a wide range of pre-owned makes and models as well as a positive shopping experience.

Summit Used Car Central has over 350 used cars available, including a full line of domestic and import brands. The inventory is accessible online at www.summitcars.com, and the website is constantly being updated to ensure accuracy. Because Summit Automotive sells so many brands, Used Car Central has connections with a multitude of banks, making it easy for customers to get

financing.

The facility at Used Car Central is being refurbished, and offers a comfortable, newly redone showroom for customers.

The salespeople at Used Car Central are experienced and knowledgeable. They help customers find vehicles that suit their specific needs and offer a caring, no-pressure sales environment.

Summit Used Car Central is part of the fastest-growing automotive group in New York State. They look forward to meeting many new customers in 2009. They are located at 959 Hiawatha Boulevard West in Syracuse right next to Summit Dodge and can be reached at 474-4855.



At Used Car Central are, from left, Bob Bauer, sales manager, Michael Lopiccio, business manager, and Lonnie King, group internet director.

Raynor Ford

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back to the taxpayer, us. With no chance of repayment, this would be much worse than a loan with the intent of repayment. So while it is debatable whether a loan or Chapter 11 is better for the Big Three, a \$25 billion loan is definitely better for the tax payers and the economy of our country.

So I'll end where I began on the quality of the products of Detroit. Before you, Mr. or Ms. Journalist continue to misinform the American public and turn them against one of the great industries that helped build this nation, I must ask you one question. Before you, Mr. or Madam Congressman vote to end health care or retirement benefits for 1 million retirees, eliminate 2.5 million of our nations jobs, lose the technology that will lead us in the future, and create an economic disaster including hundreds of billions of tax dollars lost, I ask this question not in a rhetorical sense. I ask it in the sincere, literal way.

Have you driven a Ford lately?

Spinella's

From page 1

winners to receive service on their cars. The work was done between Christmas day and New Year's, with the fully operational vehicles ready to be picked up New Year's Day. With one of the winners receiving nearly \$3000 worth of service on her vehicle, Spinella said that she, along with family and friends, had tears in their eyes as she picked her car up from the shop. Spinella hopes to continue the program each year.

Though there is no set schedule for growth, Spinella hopes to expand and develop the whole block around the property between Hinsdale and Rte. 11. More information about the growing business can be found at spinellacars.com, or inquiries can be sent to 315-579-8080.

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Bill Rapp Superstore expanding

By Georgia Keene

The New Year brings Bill Rapp Superstore into its 55th year of business. Despite recent national economic concerns, the dealership is expanding and looks forward to the year ahead. The Superstore will soon open the doors of its new Nissan Premier sales and service facility.

Construction began on the Nissan building in May, and builder Hueber Breuer completed it in December. This addition is the newest Nissan dealership in the United States. "This really bucks a trend in the economy," says Jerry Rapp. "You don't see a lot of places expanding and creating jobs nowadays." The dealership has sold Nissans for almost two years and is eager to give this side of the business its own building.

Jerry describes the beautiful new facility as state-of-the-art, with every amenity a customer could look for. The building has free wireless Internet and a lounge with a big screen TV. But Bruce and Jerry are quick to point out that the building is not what will make the Nissan dealership successful. "The people make the company," they say. Salespeople already employed with Bill Rapp Superstore will transition to work in the Nissan facility.

Bill Rapp Superstore also sells Buick, Pontiac and GMC vehicles in their General Motors channel, and Subaru and Jaguar vehicles in a dealership adjacent to the new Nissan building. "In light of the economy's current state, the best sellers have been our certified pre-owned vehicles," says



Bruce Rapp

Jerry. Under certified pre-owned programs, customers know they are buying a quality vehicle held to high factory standards. Factories also offer incentive programs that attract buyers: buying a certified pre-owned vehicle could offer an interest rate as low as 2.9%.

"We have a cautiously optimistic outlook about 2009," says Jerry Rapp. "We're lucky to live in an area where although we feel some of what's going on with the country's economy, our customers continue to get financing without interruptions." He says that despite the economic downturn, banks and finance companies have continued to cooperate in financing their customers' vehicle purchases.

"The average person has watched as billions of dollars have been pulled out to rescue the country's financial institutions," says Bruce Rapp. "Many people have lost their faith and trust in these institutions." The brothers say that trust is not an issue among their customers. The Superstore's 55 years of business in Central New York have allowed it to build trust among

a loyal customer base. "We value the relationships we have built with our customers," says Bruce. The brothers understand the frustration customers feel when they are put through to voicemail or an automated message. They are always available to help customers and pick up the phone to address any concerns.

The staff at Bill Rapp offers a great buying experience. "A customer can come in, have a car appraised, meet a salesperson and see a variety of vehicles in one stop," says Jerry. Because the Superstore offers many different makes and models, buyers can explore their options and change their minds without having to meet a different salesperson for each vehicle that interests them. "Since we have so many cars in one area, there is variety without the hassle," says Jerry. The Rapps encourage the public to stop by and see the new Nissan building when it opens.

Bill Rapp Superstore is located at the corner of Thompson Road and Burnet Ave. in Syracuse. To reach the dealership, call 437-2501.

Hudson & Mowins: honest, outstanding service

By Georgia Keene

Since 1946, Hudson & Mowins Domestic and Foreign Auto Repair has served Baldwinsville and the surrounding area with exceptional customer service and work done with honesty and value in mind. The AAA-Approved Napa AutoCare Center is a well-kept operation with friendly staff and a great community presence.

Owners Greg and Cathy Hudson encourage customers to keep their vehicles in top condition in 2009. They emphasize that routine maintenance can save customers money in the long run. "With the economy the way it is, customers will benefit from maintaining the vehicles they have rather than dealing with the expense of buying a new one," says Cathy. Hudson & Mowins makes it convenient to maintain a vehicle.

Greg and Cathy also remind their customers that they can keep up a vehicle's warranty without returning to the dealership for service. The Magnuson-Moss Warranty Act states that owners can choose which service shop maintains their warranty. The staff at Hudson & Mowins hopes people will visit them for both routine maintenance and to keep up their warranties.

Hudson & Mowins has been a AAA-Approved center for 50 years, and has won the AAA Top Shop Award for seven years running. Under AAA's program, Hudson & Mowins is held to high standards, all of which the shop meets or exceeds. The shop has also been a Napa AutoCare Center for 18 years. Napa requires



Pictured from left are Fred Mathieson III, Eric Kulba, Chris Bookman, Richard Stonecypher, Bill Woodworth, Ron Fitzgerald and Chris Racha.

that all of its centers be highly reputable and qualified to make quality repairs.

The technicians at Hudson & Mowins are outstanding; three are Master Technicians, which means they are qualified in every possible area of ASE Certification. This certification is given for service excellence. The rest of the technicians are working to become Master Technicians, while all of them are ASE Certified. The techs at Hudson & Mowins regularly attend training sessions to make sure they have the skills to service the array of new vehicles on the market.

The reception area of the shop is always clean, with conveniences such as a toy-filled play corner for children, a television and computer setup, and coffee for customers. The staff is friendly and helpful, and the mechanics speak directly to customers about the work to be done. The close contact between customers and technicians is very important to the staff at Hudson & Mowins.

The shop has a computer system that allows invoices and maintenance histories to be conveniently accessed. E-mails or

postcards are sent out weekly to remind customers when routine maintenance and inspections are due. Hudson & Mowins offers a Napa AutoCare credit card with 90-day, same-as-cash terms.

Over the past year, Hudson & Mowins has worked with a research team from Syracuse University and the Napa Ad Council to help raise money for autism awareness. A donation box and informative pamphlets have been placed in the reception area, and so far the effort has been a success. The Hudsons have raised money by having people make donations in place of paying for some repairs. "If a customer comes in with a flat tire, for example, we will tell them to donate the cost of the repair instead of charging them. Yes, it cuts down on the money we make, but it is such a worthwhile cause," says Cathy. She says that with the participation of several Napa service centers, a lot of money is being raised for autism research.

Hudson & Mowins is located at 62 E. Genesee St. in Baldwinsville. To contact them, call 635-5681 or visit hudsonandmowins.com. They look forward to seeing new customers in 2009.

Summit Dodge opens new location

By Georgia Keene

On December 15, 2008, Summit Dodge opened a new location on Hiawatha Boulevard. The opening was the result of a consolidation of Sam Dell Dodge and Val's Summit Dodge. Dealer Tom Kristoff anticipates this new dealership will become the largest Dodge store in the Syracuse market in 2009.

The economy is a concern for auto dealers, and the sales trend for many dealerships is negative. But employees at Summit Dodge say their company is, in fact, growing. "Our growth in 2008 was substantial," says Kristoff. He reports that Summit Automotive's new car sales were up 9.4% last year. "We intend to be the one auto group in the area to buck the trend of the economy, and we have good reasons to believe that we will do so." While other businesses are laying off employees, Summit has



At Summit Dodge are, from left, Nick Garzia, Jordan Petit, Lou Valerino III, Doug Jean, Art Colagiovanni and Tom Kristoff.

hired more staff members. In December, Summit Dodge was named the fastest growing Dodge dealer in the Northeast.

The new facility on Hiawatha Boulevard is three times the size of the previous facility on State Fair Boulevard. The extra space has allowed Summit Dodge to increase the size of its inven-

tory and offer a wider selection of new and pre-owned Dodge vehicles. The dealership also offers Dodge commercial and fleet vehicles to companies. The entire inventory can be viewed online at summitcars.com.

The service and collision departments at Summit Dodge have also

See Summit Dodge on page 8

It's always a great day at Wilber Duck Chevrolet and Buick

It was the worst of times, it's now the best of times...to buy vehicle, that is. Despite the media, the truth is Americans still need to buy vehicles, and one of the best places to buy them is at Wilber Duck Chevrolet and Buick, in historic downtown Oneida.

"Sales may have been down for a short time, but Biff and I aren't. We're jacked up," said Frank Duck.

Biff, a.k.a. Craig Wilber, is Duck's business partner. Both Wilber and Duck have been in the auto industry for several years and know the auto industry extremely well. They've both been through some tough economic times and know how to survive.

"We want folks to know they can feel safe doing business with us.



Wilber Duck Chevrolet and Buick, is located in historic downtown Oneida.

There aren't any problems with GM and there aren't any problems with Wilber Duck." One of the owners is always here to assist you. We haven't had any staff layoffs, plan on helping more people and plan on selling more cars in 2009 than we did in

2008." Currently, Wilber Duck has a huge selection of new Chevy's and Buick's, plus top quality pre-owned vehicles of every make and model. They're all priced really great, priced

See Wilber Duck on page 5

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<p>'04 DODGE INTREPID Automatic, Blue, 6 Cyl. Stock# 17253, 77,773 miles. \$5,977</p>	<p>'04 JEEP GRAND CHEROKEE LARADO Automatic w/overdrive, Gray, 6 Cyl., Stock# 17255, 76,267 miles. \$8,633</p>	<p>'04 DODGE GRAND CARAVAN Automatic, Blue, 6 Cyl. Stock# 17246, 71,732 miles. \$6,777</p>	<p>'05 DODGE RAM 2500 Automatic, Silver, 8 Cyl. Stock# 17071, 12,217 miles. \$16,995</p>	<p>'05 JEEP LIBERTY SPORT Automatic, Green, 6 Cyl. 30,222 miles. \$10,995</p>
<p>'06 JEEP COMMANDER SPORT Leather, Moonroof, 1 Owner, 25K \$14,897</p>	<p>'06 CHRYSLER PT CRUISER Automatic w/overdrive, Red, 4 Cyl., Stock# 17252, 18,394 miles. \$9,133</p>	<p>OVER 100 NEW 2008 & 2009 IN STOCK</p>		<p>'06 JEEP GRAND CHEROKEE LIMITED Automatic, Black, 8 Cyl. Stock# 17074A, 18,418 miles. \$16,888</p>
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Romano offers exceptional sales, service

By Georgia Keene

Romano Motors consists of nine dealerships in the Central New York area, with three dealerships on North Burdick Street in Fayetteville. Ford, Mercedes-Benz and Volkswagen models are sold and serviced in adjacent facilities. In 2009, the group hopes to expand their sales offerings and better accommodate their expanding customer base.

Service Manager John Bruno has been in charge of service for Romano Mercedes-Benz for 20 years, and has managed service for all three dealerships for the past two years.

Romano Ford opened in Fayetteville in 1985, and since then it has consistently offered exceptional sales and service. The dealership's service department employs seven full-time technicians. In 2008, they expanded their service personnel to include a truck mechanic. To accommodate these kinds of repairs, they added two truck lifts to the service shop. This year, they plan to continue growth in this direction and pursue even more commercial truck business.

All the technicians at Romano Ford are Ford Certified and continue their training to keep up with the industry. The seven techs boast over 120 years of combined experience servicing Ford vehicles. Romano has a summer apprentice program with Morrisville State College, which allows automotive technology majors to gain valuable experience working with experienced technicians.

Several Ford and Lincoln Mercury dealerships have closed or are in the process of closing, so Romano is taking strides to accommodate these new customers. While the service department used to offer only one shuttle per day, it now runs shuttles constantly to give customers rides to and from Romano. The department is also offering expanded hours on Tuesdays, Thursdays and Saturdays.

The Mercedes-Benz dealership opened in 2001. It has a new building that caters to customers' needs. The dealership offers its customers an award-winning roadside assistance program. Shop foreman David Bender has 20 years of roadside assistance experience, and has been recognized by Mercedes for his excellent service. In 2008, Romano Mercedes-Benz was recognized as being in the top tier of customer satisfaction for dealerships in



Romano Ford opened in Fayetteville in 1985, and since then it has consistently offered exceptional sales and service.

the Northeast.

In 2009, Mercedes is launching the new compact SUV GLK model and its redesigned E Class line.

The Mercedes service department has nine certified technicians with 115 years of combined experience. In the back of the Mercedes building, Romano has a complete collision center that services all makes and models. "A lot of people don't ever see the collision center because it doesn't face the road," says Bruno. He urges anyone needing a repair to visit Romano's experienced technicians.

Romano Volkswagen opened in 1993 and has since seen substantial growth. "When we opened, Romano used to go to New York City to buy Volkswagens, but we now have 200 vehicles on the premises," says Bruno. Among these vehicles are the new NCS compact sedan, the GTI sedan, diesel Touareg SUV, and the NMS mid-size sedan. Bruno says the new 4-door sports coupe CC will be a very popular vehicle this year.

The service department has grown along with sales. When Romano Volkswagen opened, the service center had two bays and one technician; it now has six technicians and nine bays. The staff at Romano Volkswagen looks forward to seeing new service customers in 2009.

Romano Motors is located at 5433 North Burdick Street in Fayetteville. They can be reached at 637-4500 or on their website, www.romanocars.com.

Driver's Village continues to grow, both on-site and on the web



An aerial view of Driver's Village.

By Jennifer Wing

Driver's Village in Cicero is revolutionizing how people purchase their vehicles and have them serviced.

Customers at Driver's Village have many great choices when it comes to buying a new or used car. Lou Bregou, Director of Operations at Driver's Village, said, "We not only stock a wide variety of makes and models for the new car buyer, but we also have a Used Car Warehouse, where our customers can always find at least 90 cars priced under \$12,000." Bregou said business has been steady at Driver's Village with its 20 franchises. "Our used car sales have gone up, as well as our service business," he said. "We've seen that the car business in Syracuse has not been as bad as what

has been experienced around the country."

Part of the reason for the increased service business at Driver's Village is Driver's Express, a quick service facility, capable of handling all makes and models. There is no appointment necessary for any maintenance service, such as an oil change, tire rotation, coolant flush or an inspection, and the center uses NAPA parts. No appointment necessary is also the rule at each dealership's service department.

Extremely popular now is the company's website: driversvillage.com. This is where customers can find what vehicles are available at the individual dealerships, See Driver's Village on page 8

Driver's Village dealers

- Audi
- BMW
- Buick
- Chrysler
- Dodge
- Hummer
- Hyundai
- Jeep
- Kia
- Lexus
- Lincoln
- Mazda
- Mercury
- Mitsubishi
- Nissan
- Pontiac
- Porsche
- Scion
- Suzuki
- Toyota
- Volkswagen
- Used Car and Truck Warehouse

Wilber Duck

From page 4

to move and most come with the balance of the new car warranty. "Because of the current auto industry, right now you can buy car for less," Duck said.

So, when you are thinking of

buying or selling a vehicle, any automobile in fact, call or stop in to Wilber Duck Chevrolet and Buick. You can also search their entire inventory online 24 hours a day seven days a week as they have a web-site. Just log on to wilberduck.com because "it's always a great day at Wilber Duck Chevrolet and Buick."

com because "it's always a great day at Wilber Duck Chevrolet and Buick."

Wilber Duck Chevrolet and Buick is located at 116 Broad Street, Oneida, NY 13421. You can contact them by calling (315) 363-4600.

Longley Dodge: More than 61 years of meeting high standards, both in sales and service

By Georgia Keene

Longley Dodge, a Five Star Chrysler dealer, has been in business for over 61 years. President Dennis Longley, vice president Gene Longley and sales manager Doug Longley represent three generations of family owning and operating the dealership.

As a Five Star dealer, Longley Dodge meets Chrysler's strict training, facility and process requirements. Chrysler LLC constantly re-evaluates these dealerships, making sure they meet high standards. Individual staff members must also be evaluated specifically for their jobs, meaning managers and technicians must attend training workshops in order to provide the best customer service possible. The staff members at Longley Dodge believe they must earn the

business they receive.

According to Dennis Longley, Longley Dodge strives to be the best dealership, not the biggest. Dennis reports that 2008 sales ended strongly, with December sales up from the end of 2007.

"We are looking for a good year in 2009 with the high quality new vehicles Chrysler is currently producing," said Longley.

One such vehicle is the new Dodge Ram 1500, recently named International Truck of the Year by J.D. Power and Associates. Longley says this vehicle is brand new from the ground up, with improved fuel economy, more horsepower and an unbeatable ride. Its quality is on par with the imports that have been so popular recently. Longley also says that this popularity is not as well deserved as some might think.

According to the National Highway Traffic Safety Administration, Chrysler recalled the fewest vehicles of the "Big Six" producers in the U.S. In 2008, Chrysler recalled 360,000 vehicles, compared to 2.2 million recalled in 2007. In contrast, Toyota and Honda both saw increases in their recalls in 2008 between 198,000 and 230,000 vehicles compared to figures from last year. These figures support the attitude at Longley that buying domestic vehicles is best for both the customer and the economy.

Last year, the Dodge Challenger was a rare, limited edition model, but now it is in full production in three different models: the Base Challenger SE, RT and SRT8 models. These models will be available at Longley Dodge in 2009.

The dealership has service and

parts departments with expert technicians who communicate directly with the factory. Longley will service any Chrysler, Dodge or Jeep vehicle regardless of where it was purchased. Dennis Longley says that as a Chrysler dealer, Longley Dodge is better equipped to service a Chrysler, Dodge or Jeep vehicle than an ordinary shop. "Unlike smaller service shops, we have special tools made specifically for Chrysler and factory training repairing these types of vehicles," says Longley. He emphasizes that the technicians at Longley Dodge are better prepared to address people's concerns because they specialize in servicing these models and have years of experience.

In fact, technician John Wall is entering his 46th year of work in the service department at Longley Dodge. "After all these years, John



Pictured from left are John Wall, Gene Longley and Dennis Longley of Longley Dodge in Fulton.

is still serving the public with service they can trust," says Longley. Longley Dodge is located at 1698 Route 57, just south of

Fulton. They can be reached at 598-2135 or at longleydodge.com.

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2008 BUICK LUCERNE V8, CXI, Special Edit, Heated Leather Int, 18" Chrome Wheels, This Lucerne Has All The Opts, 18,000 Very Easy Miles, 5 Yr, 100,000 Mile War. Super Gas Mileage, Too Many Extras To List, Steal At \$21,995	2006 CHEVY IMPALA LT1 Pkg, CD Player, Pwr Seat, Alloy Wheels, Super Super Clean, Great Gas Mileage, You Must See This Impala, Super Nice, One Owner \$8,995	2007 MAZDA 6I 4DR, All Options, Only 25,000 Miles, One Owner, Full Warranty, 6 Disc, CD Changer, Chrome Wheels, Showroom Condition, What A Buy A \$12,995	2007 TOYOTA CAMRY V6, XLE Pkg, Every Avail Opt, Pwr Sunroof, Heated Leather Int, CD Player, Chrome Wheels, Theft Recovery System, One Owner, This Car Looks & Runs Like New, Super Gas Mileage, Super Price \$16,995
2007 CHEVY SILVERADO Ext. Cab Pickup, All Opts, Auto, AC, Bedliner, 30,000 Miles, One Owner, 5 Yr, 100,000 Mile War, This Ext. Cab Is Super Sharp, Must See \$12,995	2004 CHEVY MALIBU LT V6, Auto, AC, CD Player, Alloy Wheels, Rear Spoiler, 40,000, Very Easy Miles, This Malibu Has It All, Showroom Condition, Must See, Super Sharp \$6,995	2008 CHEVY TAHOE LTZ 4X4 EVERY AVAILABLE OPT MSRP \$55,635 Dealer Discount \$7,640 GM Rebates \$9,000 BUY FOR \$38,995	
2007 BUICK LUCERNE All Options, Super Super Clean, One Owner, 20,000 Miles, 5 Yr, 100,000 Mile War, Must See, This Car Is In Showroom Cond, What A Steal At \$13,995	2004 CHEVY SILVERADO 4x4, All Opts, Auto, AC, Bedliner, Alloy Wheels, Heavy Duty, Low Pkg, This 4x4 Is Super Super Clean, One Owner, Priced To Move \$9,995	2009 CHEVY EXPRESS CARGO VAN ALL OPTIONS MSRP \$25,930 Dealer Discount \$2,370 GM Rebates \$2,000 BUY FOR \$21,560	
2008 CHEVY SUBURBAN LT3 4x4, Every Avail Opt, TV/DVD Player, Nav System, Heated Leather Int, Pwr Moonroof, This Suburban Has It All, Chrome Wheels, ONSTAR, Sat Radio, 20,000 Easy Miles, 5 Yr, 100,000 Mile War, Priced To Move \$29,995	2001 BUICK CENTURY V6, Auto, Pwr Windows & Locks, Cruise Control, CD Player, 50,000 Miles, One Owner, That's Right Only 50,000 Easy Miles, Showroom Cond, New Tires, Must See, Steal At \$5,995		

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Driver's Village

From page 5

including price ranges and features. It has links to the used car inventory, dealership specials, information on all of the products offered and even allows the customer to get details about a vehicle through a Carfax report. A customer can experience something as exciting a virtual test drive or as simple a finding out the hours of operation. Click on DVoffers.com and you can build your new vehicle or search the over 400 used vehicles with video for each car, visit the Vehicle Appraisal Center where we can buy your vehicle even if you do not buy from us (a Driver's Village exclusive), check the value of your trade, see newspaper and TV ads, schedule a service appointment and even get coupons.

For those who are concerned about whether they can be approved for a car loan, or want to know how much they can spend, Finance First is just a click away on DVoffers.com "You can be pre-approved at Finance First, which takes a lot of the worry and guesswork out of buying a vehicle," Bregou told us.

The retail shops inside the facility are reminiscent of the days when Driver's Village was the thriving PennCan Mall and "meeting at the clock" was the way you reconnected with your friends. The current retail operations make a customer's time at Driver's Village productive and pleasant. Home to Driver's Espresso Coffee Shop, Carnegie Café and Conference Center, Avis, Hertz and Enterprise Car Rental, Nationwide & Fear Insurance, Shades of Orange Art Studio, Branch's Driving School to name a few, make Driver's Village more than a place to buy a car or get it repaired. Driver's Village is a destination.

As if all of this isn't enough, Driver's Village also includes Driver's Expressions, offering automotive accessories such as remote starters, GPS and heated seats and the state-of-the-art Driver's Village Collision Center, New York State's largest and most modern collision facility.

"Driver's Village now has it all. Bregou said. "We are complete. People know we're here and know our reputation for great vehicles and service."

For more information, visit driversvillage.com, DVoffers.com or call 1-800-4-burdick.

Summit Dodge

From page 4

retained employees from the consolidation. Many of the technicians came from Sam Dell Dodge, so they have years of experience working on Dodge, Chrysler, Jeep and Sprinter van models. The new Collision Center is three times the size of that at the previous Summit location, and has brand new state-of-the-art equipment. Summit offers a lifetime guarantee on all repairs made for the owner of the vehicle for the duration that they own the vehicle.

Although the Hiawatha Boulevard store is new, the fact that it is a consolidation of dealerships means that customers of Val's Summit Dodge, Sam Dell Dodge and Performance Auto Mall will see familiar faces at the new store. The goal of the employees at Summit is to forge strong relationships with customers. "We take pride in our great customer service," says Kristoff. "We hire enthusiastic employees because their enthusiasm creates enthusiastic customers." Employees enjoy a positive work environment at Summit because the dealership recognizes that this is an extension of how employees treat their customers.

If you're looking for a new or pre-owned Dodge vehicle this year, visit Summit Dodge at 959 West Hiawatha Boulevard in Syracuse. The dealership can be reached at 487-6211.



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Lease For **\$329** per month Both leases: 36 month lease/10K miles/yr. \$999 cash down plus 1st payment, tax and DMV fees. No security deposit. 25-cent excess mileage penalty. Ends 2/2/09.

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2009 Mitsubishi Eclipse GS 28 MPG HWY. 5 speed, A/C, 2.4L MIVEC, CD, PW, PL, ABS, cruise alloys & more. Lease For **\$227** per month OR Buy For **\$18,499** + tax, title & reg. \$1,000 Mfr. rebate included #297, MSRP \$20,774

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