

Newsletter

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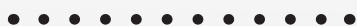


What's Inside?

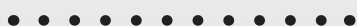
Increase your gas mileage with a fuel induction service



VIP Advantage Special: Fuel Induction Special Coupon



Meet Service Tech Julio Sanchez... 13 years at Frank Motors!



How the New Hyundai Hybrid sets the pace for Highway MPG

Rick's Corner



It seems that everyday there is an exciting development or new technology in the vehicles we service that makes them safer, better or more efficient. As a Frank Motors customer, we'll keep you posted on some of the more important and interesting items with this regular newsletter.... Enjoy

- Rick Griffin, Service Director

The All-New VIP Advantage Program

There's no other dealer in San Diego that offers it and we're proud to offer it to all of our customers. Since January 18th, when we introduced the new VIP Advantage Program, we have had over 3,000 customers join or upgrade their VIP Extra Mile Club membership to this exciting rewards program.

You'll discover over \$1,500 is discounts, coupons, and savings, including special members only pricing, and you'll earn 20% of each dollar you spend on parts and labor in our service departments in points toward future purchases.

The sooner you join, the sooner you'll start saving!



For more details visit: FrankAdvantage.com



Automotive Fun Facts

Post your answer on any of our Facebook pages and be automatically entered into a contest for a FREE pair of movie tickets.

What year was the first car radio invented?
What year was the first speeding ticket issued?



Hurry and enter before June 15th

** Limit 1 winner per family. One winner selected from each Frank dealership facebook page.





Meet Julio Sanchez

Julio when did you become part of the Frank Motors Family?

I began working for Frank Motors in June of 1998, 13 years ago as a service technician. Most recently I have been transferred over to our New Subaru store and I am the lead technician for the service team at Frank Subaru. I want to thank Frank Motors for giving me the opportunity to work here for the past 13 years. With this position I have been able to provide for my family.

What is the best part of being a Lead Service Technician?

I love what I do, and that helps because it's easier to come to work when you love your job. There is also so much to learn being a technician with all of the constant improvements. My experience has taught me that you never stop learning, especially with the changes I have seen with vehicles in the past 13 years.

What motivates you to put forth your best effort?

Definitely my girls! They are 10 and 7, but they keep me in check, they keep me motivated to do well in everything I do. They are my inspiration!

Service Tips

Get Better Gas Mileage with a Fuel Induction Service

Do you want to get better performance and gas mileage?

Well here's an answer to why it may not be running at peak performance and an easy way to improve how your vehicle is running.

The air induction part of a car's fuel system governs how the gasoline is injected into the engine. These systems deliver the gasoline to the engine cylinders as a mixture of fuel and air, which is usually done with a fuel-injection device.

In today's cars, computers regulate exactly how much air is mixed with the gasoline to ensure the engine performs efficiently, but residue can still build up, especially in the throttle body. As the vehicle is driven, the throttle body, fuel injection



system and air intake parts can all fall victim to a process known as carbonization. The heat the engine creates while running will literally bake some of the heavier fuel residue onto the pipes and surfaces of the throttle body and fuel injection system. This causes a number of engine problems over time, including rough idling, hesitations and surging in engine performance, poor gas mileage, dirtier emissions and annoying knocking or pinging noises.

To solve this, we use methods including compressed air systems to send cleaners into different parts of the fuel injection system without taking it apart, lowering the cost for you and the time required to clean the throttle body. Powerful cleaning agents are used to remove the carbon deposits, usually highly acidic compounds that are able to dissolve the carbon and carry it away and restoring the vehicle to optimal operating conditions that include improved gas mileage and performance.

FUEL INDUCTION SERVICE

- Decarbon intake plenum
- Add injector cleaner to fuel
- Cleans carbon from intake valves
- Chemically cleans throttle body/plate

\$119⁹⁵

* Plus Tax. Offer expires 6/15/11
Must present coupon



Customer Appreciation

We understand how valuable your free time is and that's why we're open extended hours for your convenience. We even offer free local shuttle service to help you while your vehicle is serviced. Let us know what else we can do to serve you even better. We appreciate your business.

All of our service departments are open 6 days a week, Monday through Saturday, and Frank Toyota is even open on Sunday.



Performance and Conservation

The New Sonata Hybrid is a breed apart

Did you know the Sonata Hybrid can go up to 75 mph propelled by its electric motor? Oh yes, and this velocity far surpasses the top speeds in electric-vehicle mode of competitive hybrids, including the Ford Fusion Hybrid and Nissan Altima Hybrid. While the powertrain in the new Hyundai Sonata Hybrid is significantly different from those in other hybrids, the key result is class-leading highway fuel economy. With this new technology, Hyundai has been able to cut the Sonata's fuel consumption which the EPA rates at 40 mpg for highway fuel economy!

Hyundai's innovation replaces a typical hybrid's transmission-motor assembly with a standard automatic transaxle modified to work with what Hyundai calls a transmission-mounted electrical device. The TMED includes two main parts: a powerful electric drive motor and a solenoid-activated clutch pack. These parts fit in about the same

space as a traditional torque converter. The TMED enables our 40mpg highway mileage and high-speed EV operation. Because the torque from the motor runs through all of the transmissions six gears, the Sonata can keep the motor running at its optimal rpm. Electric motors are more efficient running at lower speeds.

Nearly all hybrids perform better in urban driving, but Hyundai market research found that the typical American driving cycle favors highway driving (about 58 percent highway to 42 percent city).

This revelation influenced the engineering decisions used to create Hyundai's first hybrid to be marketed in the United States. The Sonata Hybrid's EPA figures are 36 mpg city, 40 mpg highway, giving the Sonata Hybrid the best highway mileage of any mid-sized sedan, including its hybrid rivals. And, Hyundai says, it stands out in other ways, too.



In blind evaluation drives with consumers drivers say that the Sonata Hybrid felt more 'normal' than other hybrids. Sounds like it's time test drive the new Sonata Hybrid at Frank Hyundai before your next road trip!

“ With this new technology, Hyundai has been able to cut the Sonata's fuel consumption which the EPA rates at 40 mpg for highway fuel economy! ”

Frank Motors
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- Vehicle Information
- Savings up to \$150
- FREE Movie Ticket Contest

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www.frankmotors.com



knock knock knock ...is that you frank?