

# DRIVING *times*

## Top crossover delivers luxury on Hyundai budget



When Hyundai presented Veracruz, its new crossover, to the world, it wasn't aiming for favorable comparisons with Toyota's 7-seat Highlander. No, its goal was to move into luxury territory and best the Lexus RX 350. And that it did, earning the number one slot in *Motor Trend's* head-to-head comparison this spring.

legroom." Everything behind the front seats folds down to provide an amazing amount of cargo space.

Intuitive controls front and center surpass the Lexus' confusing setup, and the cooled center console is convenient for a water bottle or piece of fruit.

Bergey appreciates other cool available features, like the proximity key so you can leave the key in your pocket and

restraints deliver anti-whiplash protection. "Lexus doesn't have that," says Bergey. "In fact, many cars do not have that feature."

Hyundai conscientiousness extends beyond the car and drivers; it's also the only automotive manufacturer worldwide that meets ISO certification, namely for its Montgomery, Alabama, plant.

**"The fact that it costs less is no longer an excuse to buy a Hyundai. It's just a smart reason."**  
—*Motor Trend*

Tim Bergey, sales consultant at Fred Beans Hyundai in Doylestown, isn't at all surprised. He and his sales compatriots had a chance to drive the two models on a course and make their own judgments.

"One thing we all noticed is how sure-footed the Veracruz is compared to the RX350. Since the Lexus costs \$10,000 more, we expected it to handle better.

"The 6-speed automatic [Lexus currently uses a 5-speed] is so seamless that you almost don't notice the transmission shifting. It's very smooth, very quiet." The 260-hp V6 ably powers the Veracruz, using regular fuel for an estimated 17/24mpg.

### 'Really neat touches'

The Veracruz has third-row seating, which the Lexus lacks, and its middle row reclines and can be moved fore and aft "so everybody's happy with the

operate the doors and ignition, and the power lift-gate that operates from the keyless remote. Then there's the Infinity Logic 7 surround sound system and DVD player options, which can transform a mind-numbing commute or grueling trip.

Safety doesn't take a back seat, either. Among the class leaders in safety, the Veracruz comes standard with six airbags, anti-lock brakes, electronic stability control and electronic brake-force distribution. And active head

### There's more to come from Hyundai

"The head people at Hyundai realized they had to build a top quality automobile if they were to compete in the United States," Bergey explains. "They entered into an obsessive quest to increase reliability—and they've been winning." Besides this impressive *Motor Trend* "win" for the Veracruz, in its April issue *Consumer Reports* named Hyundai's Santa Fe and Entourage two of its four "most impressive vehicles" for 2007.

Bergey expects more great things from the Korean automaker, and thinks you should, too. **D**



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**A QUARTERLY NEWSLETTER OF THE FRED BEANS FAMILY OF DEALERSHIPS**



# Wrangler Unlimited goes to 4 doors for family fun

New and exciting for this year is the 2007 Jeep Wrangler Unlimited with a first-time-ever four-door design and expanded interior. It opens up all sorts of possibilities for Jeep enthusiasts and young families—and those who fit both categories. Now more people can get in on the Jeep adventure.

When the first Jeep rolled off the old Willys' assembly line in 1941, no one was thinking "family car." Instead, the first civilian vehicle with factory-built four-wheel drive went off to war, appearing in every theater of World War II.



Wrangler Unlimited Rubicon in Rescue Green Metallic

Across its 60-plus years, Jeep's reputation, popularity and versatility have grown and it has evolved into sleeker, larger, safer—and way more comfortable—vehicles. But many remain enchanted by the scrappy little military trademark whose iconic look is preserved in today's Wrangler, which was, until now, strictly two-door.

## Taking an icon, making it 'more'

"People love this Wrangler four-door," says David DeFazio, sales manager at Fred Beans Dodge Chrysler Jeep Subaru Suzuki. "It's taking customers with a small family and turning them into Wrangler customers. The rear seats are comfortable, offering as much legroom as a Jeep Liberty, and there's plenty of cargo space."

DeFazio's enthusiasm runs high: "The Jeep Unlimited has become one of the

most versatile and comfortable 5-passenger convertibles you can get."

This Jeep is a lot safer and has better handling than its ancestor, too. Wrangler now offers 2- or 4-door supplemental side airbags, and the new, more powerful 3.7L V6 engine is narrower, "which improves the turning radius even with the longer wheelbase,"



Roomy 60-40 split back seat

DeFazio says. Different off-road technologies have been added, such as the front sway bar electronic disconnect to get your Jeep over larger obstacles on rougher terrain.

## Fun, fun, fun

And oh, what a lot of electronic fun is standard or available as add-ons. For example, the sound system that comes with the Unlimited is impressive: the 368-watt amp AM/FM stereo features seven Infinity speakers sprouting throughout the cabin, along with in-dash CD player and MP3 capability. Or option it with a six-disc in-dash stereo.

This Jeep is also one of the few vehicles that offer MyGiG, the 20GB hard-drive-

based multimedia infotainment system with navigation, satellite radio, Bluetooth cell phone integration and room to store music and photos.

## And it's still a Jeep

The 6-speed manual transmission is standard, but the optional 4-speed automatic can still take the rough stuff with surprising ease. The Unlimited is available in three models—Wrangler Unlimited X, Sahara and Rubicon—and ten exterior colors, three wheel sizes and two-wheel or four-wheel drive. And it retains Wrangler's removable full-framed or half doors, exposed hinges and fold-down windshield.



Mission Control on the Rubicon

New for this year is the Freedom Top™, a three-piece modular hardtop roof. Available for 2- or 4-door Wranglers, it gives you options: fully enclosed, open over either or both of the front seats, or wide open to catch the sun and breezes. Or take along the innovative Sunrider™ soft top for the quick change.

The reviewers loved the Unlimited's best-in-class off-road capability—and its ability to take to the highway nearly as well. So pick a remote and rocky beach off the beaten path, load up the gear, the kids and the dog, and head out to make some fun. This convertible will get you there and back with ease.

All in all, it's the Jeep you love...but much, much better. 

# What's in your glove box?

**B**efore you take your next road trip, you should probably inventory the contents of your glove box and the other small-item storage areas in your vehicle. Here are our suggestions of what to include.

## The bare minimum

Plastic zip-close bags will keep important documents clean and intact. There's nothing like a leaking ketchup packet to make your only insurance card unreadable.

Confirm that equipment works, batteries are fresh and date-sensitive documents or medications are current before you leave the driveway. If, for example, liquid is dribbling out of your flashlight, toss it and buy a new one.

- vehicle registration
- proof of insurance with agent's phone number
- driver's license, if not carried in your wallet
- first aid kit, including bee-sting kits
- flares and "help" placards or white flag
- flashlight (hand crank is nice)
- owner's manual
- tire changing gear (all components) and spare
- keys or codes for locking lug nuts and other security devices

## Accident kit

Along with the first five items above, you may want to include these:

- card of preferred towing company
- copy of AAA or other roadside assistance member information
- notepad & pen that works
- disposable camera

Or stop by any Fred Beans showroom for a FREE Accident Kit with a disposable camera.

## Really nice to have

One April, a sudden midday ice storm stranded shoppers and others whose faith in the seasons had encouraged them to put away their ice scrapers—the procrastinators won on that one! If you have room in your car's auxiliary pockets and bins, consider keeping these in your car.

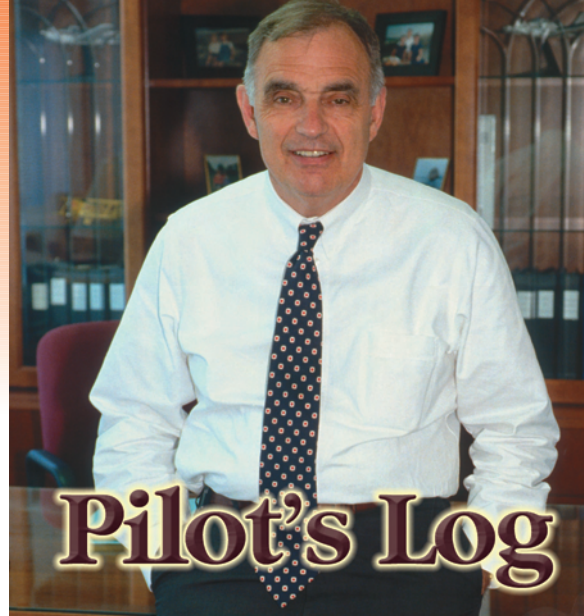
- ice scraper—year 'round
- roll of paper towels
- facial tissues
- glass & surface cleaner
- some small plastic trash bags
- bungee cords in different sizes
- red warning flag to hang on protruding cargo
- folding umbrella
- extra pair of reading glasses
- sunglasses
- baseball cap with deep brim for driving into sunrise or sunset
- car charger for your cell phone
- can of instant flat-fixer
- pocket knife
- throw or small blanket
- hand sanitizer or packets of wipes
- current maps of the areas you drive most often

While surprises can be fun, the Boy Scouts have it right: Be prepared. **D**



That's using your glove box!

*Readers: Do you routinely carry something not listed here? Let us know and we'll share the best suggestions next issue: [drivingtimes@fredbeans.com](mailto:drivingtimes@fredbeans.com)*



**F**or several years, we've provided passes to the James A. Michener Art Museum in Doylestown to show our appreciation to those who purchase vehicles from us. We do this just as much from a wish to expose as many people as possible to one of the best cultural resources in central Bucks County. The Michener offers a first-class collection that deserves to be seen by residents as well as visitors to the area.

We now hope to "drive traffic" to another cultural gem: the Philip and Muriel Berman Museum of Art, located at Ursinus College in Collegeville. Admission to the Berman's standing collection and changing exhibits is free, so we'll provide vouchers to new vehicle owners in the Limerick area entitling the bearer to a small gift from the museum. This way, perhaps more people will become familiar with the art on display right in their community.

*Fred Beans*



# Driving Times ponders digital delivery

When *Driving Times* was launched in Spring 2002, we were pretty happy to be transmitting content to the designers at Noble Advertising using what is now incredibly slow dial-up. Photos were scanned in from 35-mm prints. And everything took longer.

What a difference five years has made! Interviews are often conducted via email. Digital cameras at all the stores mean we have more and better images to illustrate our news and features. The newsletter appears on our website as a PDF you can print out and read. And production time has been cut considerably.

At the same time, printing and mailing costs have skyrocketed...as you all know from your own experiences. And a greater proportion of our customers are technologically savvy, some actually preferring to receive their news through electronic media. Those factors together have us examining how technology can streamline our communications at all levels.

So we're gathering information from you, our customers and readers. How would you like to receive a digital version of *Driving Times*? Directly to your email? As an email announcement with a link to the website? Something altogether different? Email your suggestions to us at [drivingtimes@fredbeans.com](mailto:drivingtimes@fredbeans.com).

We want to hear your suggestions, which will help us plan how best to employ the technology that is ever-advancing, making life easier and faster for us all.



# Family Happenings

News about our people and activities around the organization

## Sidewalk sale: an opportunity to 'strut their stuff'

They were decked out in their best formalwear, gleaming in black and chrome. The sidewalks of Boyertown served as their fashion runway. And yes, they captured a lot of admiring looks, these five award-winning Ford vehicles. The line-up included the big and powerful 2008 Ford F-450 truck, with its new step-down tailgate and twin turbo motor, along with the Edge, Mustang GT, F-150 and Escape, all rated best in their classes.



Fred Beans Ford participated in Boyertown's Sidewalk Sale with five shiny black vehicles from Ford's line-up.

The display served also as another way for Fred Beans Ford of Boyertown to celebrate the second year in a row that it's earned the coveted Ford President's Award. What better way to do that than to show off—while sharing balloons, gifts, service discount coupons and more with the community that brings them such success?

## More than blood drives

There's more to the Fred Beans Family's involvement with the American Red Cross than blood drives, you know. Our dealerships *do* team up to host blood drives several times a year, with many pints donated annually by Fred Beans employees as

well as customers and the stores' neighbors. You may not be aware that along with running blood drives through the year, Chris Hall, database marketing manager, also represents the Beans organization on the board of directors for the Bucks County branch of the Red Cross.



The Red Cross does more than blood drives.

So Chris is the fellow to see if you're interested in giving blood at a local drive, want to make a donation to the Red Cross—or you'd like to know how to donate your AutoRewards points to this deserving aid organization. You can reach Chris at [chall@fredbeans.com](mailto:chall@fredbeans.com) or 215.348.3040 x118.

## Classy Enclave heralded in Doylestown

Mark Donahue, general manager of Fred Beans Buick Pontiac GMC in Doylestown, likes to make his customers, staff and cars feel special. That's why he threw a party for the 2008 Enclave in June and invited everyone to drop by and see what this handsome new luxury crossover has going for it. Food, gifts and rides in the new CLX were part of the evening.

“The detail is terrific,” says Mark. “It’s a very classy automobile. Buyers are trading out of imports for this.”

The Enclave you’ll see on the showroom floor has held onto many of its concept-car features—available sunroof and skylight that extend nearly the length of the rear passenger compartment, black chrome waterfall grill, and signature Buick portholes on each fender, for example. It provides appealing versatility, too, with front-wheel drive and seating for 7 including folding captain’s chairs in the middle row, or available all-wheel drive and optional second row 60/40 split bench to seat up to 8.



Bonnie Zanetti, assistant administrator at Fred Beans Buick in Doylestown, shows the Enclave’s other color choices to John Everett of Doylestown and Kelly Landis of Malvern.

A powerful vehicle with its 275-horse V6, the Enclave delivers a confident ride, relevant technologies, luxury features, elegant design and a quiet, comfortable interior. It’s a gracious guest-of-honor at parties, too.

### GM vehicles are movie heroes

A lineup of General Motors vehicles stars in this summer’s fun-for-all-ages *Transformers* movie. Now, how different is *that*? The whole concept is just quirky enough to warrant a *Driving Times* exclusive movie review from Marco Maldonado, service manager at Fred Beans Chevrolet:

“I saw the movie last night and for those who like action-packed movies, or like cars, or grew up playing with ‘Transformers,’ it is a *must see*,” Marco tells us, probably capturing a majority of the population in those descriptors. “The Camaro [a golden yellow Autobot named Bumblebee] looks *Hot! Hot! Hot!* I highly recommend it.”



The *Transformers* movie stars GM vehicles.

### Devon construction underway

Anyone driving by Fred Beans Volkswagen of Devon this fall can see that the dealership is undergoing dramatic changes.

When Fred Beans bought the VW franchise and moved it to his Devon store, plans were already underway to build a beautiful new Volkswagen facility at the 315 West Lancaster Avenue site.

As soon as the company got the green light, demolition of a portion of the structure began. By the time you receive this issue, Adams-Bickel Associates of Collegeville will have made substantial progress on the 7,000-square-foot facility, scheduled for completion in late December.

Meanwhile, be assured that the sales and service areas will remain open throughout construction.



Completion set for late December.

And when it’s finished, VW of Devon will boast a spacious new showroom to give you the most advantageous look at the make’s great lineup. Other new construction and renovations will create a convenient sheltered service drive and new restrooms, waiting area, retail parts center and offices, all within the existing 4.25-acre parcel.



Making way for the new store

Meanwhile, stop by the Devon dealership September 22 for “Safety Saturday,” a national Volkswagen Safety Program that hopes to cut injuries and deaths caused by traffic collisions. VW Service will provide free general safety checks, and professionals will share tips on how to choose, install and utilize an infant or child safety seat. Participants may also register to win a 2008 Passat 2.0T. Call VW of Devon at 610.254.8000 or go online for rules and to enter [www.SafetySaturday.com](http://www.SafetySaturday.com).



# Family TalkTalkTalk

Dear **Jay Pfeiffer**,

Just wanted to send you a note of thanks for the great service you gave me and my husband during our recent diesel Jetta purchase. Having previously shopped around for this particular car, we were expecting to walk out of your dealership unsatisfied. To our surprise, you and your sales manager were able to give us a great deal. We got exactly what we wanted for the price we expected, and left with additional perks that were really a nice touch. Thanks again for making our car buying experience a pleasurable one! The VW dealers in New Jersey would do well to follow your example.

—Tracey & Will Johnson, Woodbine, N.J.

I had a great experience with the Fred Beans Nissan [of Limerick] service department. **Brian Deese**, assistant service manager, did such an outstanding job, I thought that I should let you know. You have a great team and I am proud to own a Fred Beans Nissan.

—Edward E. White, via email

Saturn of Doylestown truly cares about you and your desires in purchasing a new car...very willing to work with you to make another "happy" customer. (This is my third Saturn.)

—Patricia Permar, Horsham, Pa.

The difficult projects and undertakings naturally evoke the most difficult customer relations decisions. The manner in which such issues are resolved, in my view, tell the consumer all he needs to know regarding the organization to which he has entrusted his vehicle. My Jeep was purchased in Colorado and subsequently serviced in California and New York. During that time, no service manager has demonstrated a degree of competence, patience and graciousness even closely approaching that which was provided to me by **Mike Riley**. Accordingly, I can assure you that my next Jeep will be purchased from the Fred Beans Doylestown Jeep dealership, and the reason therefore is Mike Riley.

—J.A. Marr, Doylestown, Pa.

## Future features appearing on today's safer cars

**H**igh-tech automobiles that can avoid a collision or actively minimize the risk to occupants if there is one? Weird science or sooner than we think?

Some of these "crash avoidance" and "crash safety" elements are already available in the newest top-of-the-line luxury vehicles.

These include

- lane-departure systems that sound or vibrate a warning when the vehicle drifts out of the lane if no turn signal is used
- electronic stability control that uses brakes and engine power to keep cars from veering off the road
- brake power enhancement that prevents or mitigates frontal collisions
- adaptive cruise control with forward-looking radar
- side- and rear-looking radar
- steerable headlights that illuminate curves
- over-limit alcohol detection with ignition lockout
- blind spot identification
- drowsy or distracted driver detection
- rear-looking cameras to help prevent backing accidents



Radar-based adaptive cruise control sensor

Automakers, suppliers and safety agencies are moving away from a reliance on passive safety—seatbelts and airbags, for example—toward technology that saves lives by avoiding or minimizing the crash in the first place. At this stage,

however, many of the new techniques don't have a track record *and* there is little consistency in how they operate from one auto make to another. Bells, chimes, vibrating seats or steering wheels, flashing lights... an industry standard may be as far away as the certainty that each device accomplishes what it sets out to do, over time.



Traction and stability control buttons on the steering wheel

And that brings up another concern. When the technology is fully in place, how will human users respond? Will they find the warnings confusing, so they are more at risk than they were without them? Or will they be sufficiently annoyed by the interference that they ignore the warning or even turn off the feature?

Or will the new devices make drivers more reckless or complacent, counting on the technology to protect them? Remember the old joke about the inexperienced RVer who set the cruise control on his rented motor home, then got out of his seat to fix himself a sandwich in the kitchenette?

There are a lot of questions still to be answered, but one fact is clear: we are closer than ever to that long-imagined "car of the future." And one way or another, it *will* be a safer vehicle. **D**



# Your AutoRewards Points

**Stephen Glass**  
**2007 VW Jetta 2.5**  
**Fred Beans Volkswagen**  
**of Devon**  
**Savings: \$1,557**

## Prime ingredients make a PRIMO hoagie

When Primo Hoagies opened its original location at 1528 Ritner Street in South Philadelphia, the objective was simple: a good hoagie from a family-operated corner deli. "Primo" reflects the unique and delicious sandwich creations and high-quality ingredients that lift this establishment above average hoagie shops. In Italian, *primo* means *first* or *number one*. Around here, Primo Hoagies means you're about to taste a superior hoagie—something exceptional.

The popularity and excellence of Primo Hoagies has been affirmed by numerous awards and honors, including Channel 10 News' Big Spoon Award, *Philadelphia Magazine's* Best of Philly Award, multiple South Philly Review Reader's Choice awards and multiple Courier Post Readers Choice Best of



Authentic South Philly hoagies right here in Doylestown.

South Jersey. Primo Hoagies has long been a favorite stop of many local celebrities, including Bill Cosby, Flyers captain Keith Primeau, Temple basketball coach John Chaney, and WIP radio personalities Angelo Cataldi, Al Morganti and Big Daddy Graham.

AutoRewards members: Use the coupon below to taste-test your first Primo Hoagie—or to enjoy again one of Primo's delicious sandwich creations.



Stephen Glass loved his 1987 Jetta GLI. But after 20 years and 222,000 miles, it was just *time*. "I was looking for something safe and reliable." He was delighted with his experience at Fred Beans VW, both for the service department's efforts to keep the old GLI rolling and then with his new 2007 Jetta 2.5 purchase. He even wrote a 3-page letter telling Fred Beans about it. "There are few things in my life that I'm so satisfied with that I'd be ebullient."

And even though he had formerly scoffed at satellite radio, within weeks of his 3-month trial with the 2.5, he was sold. "I love it for my commute" into Chester. "I'm what you'd call a happy, satisfied customer!"

Thank you  
for voting  
us PRIMO!

The Intelligencer 2006  
BEST of Bucks-Mont  
BEST HOAGIE SHOP



Old Fashioned Style  
**Primo Hoagies**

Featured  
MERCHANT

**1 Free**  
**Small Sandwich**

One per AutoRewards member. Must present this original coupon and valid AutoRewards card. Not valid with any other promotion or discount. No cash value. Coupon valid 9/1/2007 through 10/31/07, Doylestown only.

**Hours:**  
Mon-Thurs 10-7  
Fri-Sat 10-8  
Sun 10-4

**215-340-7701**  
Across from the Courthouse  
6 East Court St, Doylestown, PA

Remember to log on!

Follow your points balance and stay up-to-date on new vendors and special offers at [fredbeans.com](http://fredbeans.com), "AutoRewards."



# Family Listings

A complete listing of the Fred Beans Family of Dealerships

## Dealerships

- Fred Beans Cadillac Saab **phone** 215-345-7222
- Fred Beans Buick Pontiac GMC **phone** 215-345-7100
- Fred Beans Chevrolet **phone** 215-348-3586
- Fred Beans Dodge Chrysler Jeep Subaru Suzuki **phone** 215-348-7500
- Fred Beans Ford Lincoln Mercury Mitsubishi **phone** 215-348-2901
- Fred Beans Hyundai **phone** 215-345-8200
- Fred Beans Nissan of Doylestown **phone** 215-345-6900
- Saturn of Doylestown **phone** 215-348-5990
- Fred Beans Ford of Boyertown **phone** 610-367-2081
- Fred Beans Volkswagen **phone** 610-254-8000
- Fred Beans Pontiac Buick GMC of Limerick **phone** 610-495-1800
- Fred Beans Nissan of Limerick **phone** 610-495-1856
- Saturn of Limerick **phone** 610-495-5900
- Fred Beans Ford Lincoln Mercury of West Chester **phone** 610-696-4700

## Subsidiaries

- AutoExpress of Doylestown **phone** 215-340-7900
- Autorent of Doylestown **phone** 215-348-5151
- Fred Beans Collision Center **phone** 215-345-8080
- Fred Beans Detail & Accessory Center **phone** 215-230-0364
- Fred Beans Fleet Group **phone** 215-489-1000
- Fred Beans Parts **phone** 215-348-0202
- Fred Beans Management **phone** 215-345-8270
- Fred Beans Towing **phone** 215-345-8080
- NAPA of Doylestown **phone** 215-348-5057
- Stream Too **phone** 215-348-3040

# Family Advantages

## Hand Wash & Wax

CODE: DTI

**\$45** plus tax **YOU SAVE: \$15**

Includes: Hand wash w/ tar removal, hand wax (Carnauba Wax), tires & white-walls scrubbed & dressed, towel dried & door jams wiped dry, windows cleaned and interior vacuumed.

Please call for an appointment & directions: **215-230-0364** 3960 Airport Blvd Doylestown



Not to be combined with any other offer. Present at service write-up. Trucks & vans priced slightly higher. Good until 12/1/2007.

## Car Rental

**10% OFF**  
Weekend Rates

**autorent**



Cannot be combined with any other offer. Present coupon at time of reservation. Good until 12/1/2007.

## Tire Special!

**\$20 OFF**

Bring this coupon to any Fred Beans Dealership and receive \$20 off your next purchase of 4 tires.



Cannot be combined with any other offer. Present at service write-up. Good until 12/1/2007.

## NAPA Parts

**10% off**

Good on any NAPA brand retail purchase. [or 15% off OEM parts]



Cannot be combined with any other offer. Present coupon at time of purchase. Good until 12/1/2007.

## Get Ready for Fall Brake Inspection

**FREE\***

\*Free with any service purchase.



Cannot be combined with any other offer. Present at service write-up. Offer good on most vehicles. Good until 12/1/2007.

**Gift Cards**

Help your grad keep his new commute more secure...or better accessorized!

Good at any Fred Beans store for any purchase or service. Available from cashier at any location.



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# DRIVING times

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