

While other dealers claim to have great prices,
 Royal Motors has the best prices
 and the BEST people!

415-241-8100 Service
 415-241-8154 Parts
 www.royalmotorsales.com



ROYALMOTORSALES.com

2008 Year End CSI and Fixed Right First Time Ranking

Congratulations to Royal Motor Sales for placing first in Customer Satisfaction Index and Fixed Right First Time Ranking for 2008! Royal Motor Sales was also awarded for Top Performing Service Manager, Frank Lee; Certified Shop Foreman, Dermot Walsh; Certified Volkswagen Technician, Jason Chun.

DEALER	CSI
1. Royal	95.5
2. Chico	91.6
3. Roseville	91.1
4. Niello	89.9
5. Elk Grove	88.0
6. Vallejo	87.7
7. Sonnen	87.5
8. Jensen	86.9
9. Prestige	86.8
10. Wes Lasher	86.2
11. Team Daly City	85.4
12. Vacaville	83.1
13. Oakland	81.8

DEALER	NFRFT
1. Royal	97.6
2. Chico	95.1
3. Team Daly City	93.4
4. Niello	90.4
5. Sonnen	90.1
6. Prestige	89.8
7. Roseville	88.9
8. Wes Lasher	88.7
9. Elk Grove	87.7
10. Jensen	87.6
11. Vacaville	86.2
12. Vallejo	86.1
13. Oakland	85.4

Meet It or Beat It

Present any Bay Area Volkswagen dealer's valid service specials and if we can't meet their price, we will beat it.

Plus tax. Volkswagen vehicles only. We reserve the right to verify coupons. Does not apply to "free" offers. Please present coupon when service order is written. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

Check Engine Light Special

FREE We will inspect your engine light at no charge.

Volkswagen vehicles only. Please present coupon when service order is written. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

Minor Service

\$25⁰⁰ OFF

Plus tax. See service advisor for details. Volkswagen vehicles only. Includes hazardous waste disposal fee. Synthetic oil additional. Please present coupon when service order is written. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

Intermediate Service

\$50⁰⁰ OFF

Plus tax. See service advisor for details. Volkswagen vehicles only. Includes hazardous waste disposal fee. Synthetic oil additional. Please present coupon when service order is written. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

Major Service

\$100⁰⁰ OFF

Plus tax. See service advisor for details. Volkswagen vehicles only. Includes hazardous waste disposal fee. Synthetic oil additional. Please present coupon when service order is written. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

10 Reasons Dealership Service Is The Best:

- Protection-** The average new car costs more than \$24,000.00, so consumers can't afford to rely on anyone other than a top professional. New car dealerships offer the highest level of technical training, state-of-the-art equipment & factory specified parts.
- Training-** Dealers and manufacturers spend considerable money on continuous training to ensure that technicians are up-to-date on today's increasingly complex vehicles. Many dealership technicians also are certified by the National Institute for Automotive Service Excellence(ASE).
- Technicians-** Today's technicians must be electronics experts as well as good mechanics. That's why new car dealerships offer the most experienced technicians in the auto repair industry.
- Equipment-** Some diagnostic equipment for today's automobiles can cost over \$100,000.00. Only franchised new car dealers are required to purchase & use the best equipment & maintain computer links to factory service experts.
- Parts-** Only new car dealers are required to carry an inventory of parts to cover all repairs to the cars & trucks they sell, assuring customers quick repairs & genuine parts.
- Guarantees-** A Dealer's reputation depends on customer satisfaction. That's why dealerships guarantee their repairs. Plus, original parts also carry additional manufacturer guarantees.
- Warranty-** All new cars today carry manufacturer warranties that specify maintenance schedules & repair procedures. Service from the dealer eliminates the possibility of voiding the warranty for failure to meet requirements. Extended warranty policies can also be purchased from a new car dealership.
- Convenience-** To ensure convenient service, dealers offer extended service hours that include nights & weekends, express service lanes for routine maintenance & simple repairs, guaranteed time of delivery & often "loaner" cars while repairs are being made.
- Price-** Your local auto dealer has fast service priced competitively. Often, your local dealership offers the best local price in addition to the best service.
- Satisfaction-** In both sales & service, satisfaction is the primary goal of every dealer. The best way to achieve this is to offer the best service support for your car at the best price.

One-Day FREE Rental Vehicle

With any maintenance service or service work over \$200.00.

FREE

Plus tax. Volkswagen vehicles only. Driver must be 25 years of age with valid driver's license & credit card. Fuel & insurance are additional. Please present coupon when service order is written. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

Brake Fluid Exchange

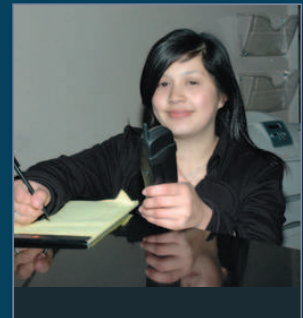
Brake fluid collects moisture, which over time causes decreased brake function.

\$128⁸⁸

Plus tax. Volkswagen vehicles only. Some models additional. Includes hazardous waste disposal fee. Please present coupon when service order is written. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09



Your vehicle may have an open recall or factory campaign. Call Yessenia at 415-241-8195 with your vehicle identification number and she will check to see if any recalls apply to your vehicle.



Nikki has just been awarded Royal Motor Sales Employee of the Year for 2008. Nikki is here to help you with all of your service appointment needs. She can schedule your appointment the same day, the next day or any day – just call! 415-241-8117

Accessories

15% OFF

Plus tax. Over-the-counter accessory purchases only. Volkswagen vehicles only. Please present coupon at time of purchase. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

Roof Racks & Attachments

15% OFF

Plus tax. Over-the-counter accessory purchases only. Volkswagen vehicles only. Please present coupon at time of purchase. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09

Batteries

15% OFF

Plus tax. Volkswagen vehicles only. Please present coupon at time of purchase. May not be combined with other coupons, discounts or specials. WITH THIS COUPON • Expires 9/30/09