



PREVETTE'S MOTORING NEWS

ESSENTIALS FOR MOTORING ENTHUSIASTS

Offering unique & distinctive quality care, preservation and restoration goods for your ride . . .

Volume 1, Issue 4
Fall 2005



Name Your Own Product!

WOW!
How would you like to have a picture of yourself or your favorite ride on your own bottle of wax, cleaner or dressing? How about even being able to name the product whatever you like?



NOW YOU CAN! With our in-store label printing system, we can now customize any of our 16 oz. "Rick's Best" care products with a name and picture of your choice. Just simply provide us with a picture that we can scan or furnish a digital picture file and we will do the rest.

If not for yourself, think of the look on their face's when you give personalized bottles of car, truck or motorcycle care products to your motoring enthusiast friends or relatives. I've given them as gifts

and the reactions are phenomenal! They pass it around to everyone and it's the hit of the party!

This is not a

secondary line of products but our top professional quality line of "Rick's Best" care products! One of the most unique gifts you can give to yourself or to others.

Care Tip #4

REMOVE LEAVES, BIRD DROPPINGS & TREE SAP AS SOON AS POSSIBLE

Always remove leaves, bird droppings and tree sap from your ride's finish as soon as possible. All of these can blemish your vehicle's finish if allowed to remain on the surface too long.

If wet leaves are left on the vehicle's finish its' paint can become damaged by the environmental chemicals and other residues that may be residing on them. The leaves hold these chemicals directly against the finish and the moisture helps to activate these chemicals and other residue. Leaves are the easiest to remove as you simply pick them off.

Bird droppings contain acid and some have strong purple and red dyes in them from the berries that they eat. If you do not remove them, they will react with your vehicle's finish and cause a caustic etching action on the paint. Generally by gently wiping the area with a soft cloth soaked in water, or using a little "Quick Detail" is all that is needed to remove bird droppings. If the dropping is dried out, you may have to soak it first to soften it up. Do not try scraping it off as you run the risk of scratching your paint.

Tree sap can be a bit tougher to remove as it is sticky and will harden in sunlight. To remove sap, try the following -

Move the car into a shaded area and let the finish cool. Wash the area and let it dry. Dab on a small amount of an automotive paste wax and let it sit, but do not let it dry. While still moist, buff off the paste wax.

If this does not work, apply a commercial bug and tar remover or use a mild polishing compound. This will also remove the wax so be sure to reapply a good quality wax.

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TRIVIA QUESTION:

- IN WHAT YEAR DID AMSOIL OFFER TO THE PUBLIC THE FIRST API CERTIFIED SYNTHETIC OIL?
- IN WHAT YEAR'S DID FORD MAKE THE MUSTANG MACH 1?
- ANSWERS IN THE NEXT NEWS-LETTER
- ANSWERS TO THE LAST EDITION QUESTIONS:
- WHICH OF THE FOLLOWING POWER SOURCES HAS NOT BEEN USED TO POWER A CAR? WATER — ELECTRICITY — LIGHT — NUCLEAR
ANSWER: NUCLEAR
- WHAT WAS INTRODUCED IN 1937 THAT WOULD REMAIN UNTIL 1952 ON FORD AUTOMOBILES? 2-PIECE WINDSHIELD — 4-WHEEL BRAKES — ELECTRIC STARTER — FENDER SKIRTS
ANSWER: 2-PIECE WINDSHIELD



Answers to Questions About AMSOIL Synthetic Motor Oils

(Reprinted with permission from the AMSOIL Service Line)

AMSOIL introduced synthetic motor oils to the driving public more than 33 years. It was a company ahead of its time. With billions of road miles logged using AMSOIL products, AMSOIL is the leader in synthetic lubricant technology.

Here are some of the most frequently asked questions about AMSOIL Synthetic Motor Oils:

QUESTION: Could using AMSOIL void my new car warranty?

ANSWER: Absolutely not. Vehicle manufacturers recommend using motor oils meeting certain viscosity grades and

American Petroleum Institute service requirements. Whether the motor oil is petroleum based or synthetic will not affect warranty coverage. The manufacturer is required to cover all equipment failures it would normally cover as long as the oil meets the requirements and was not the cause of the failure. AMSOIL exceeds these requirements and has never been deemed the cause of an engine's failure. Even so, AMSOIL has its own limited warranty, protecting you even further. In addition, the federally mandated Magnuson-Moss Act states a manufacturer may not require the use of a specific brand of aftermarket product unless it is provided free of charge.

QUESTION: What's the difference between conventional petroleum oils and synthetic motor oils?

ANSWER: Conventional petroleum oils are refined from crude oil which is pumped from within the earth. The refining process, however, does not remove many of the impurities inherent in the crude oil. These impurities detract from the lubricating ability of the oil and contribute to deposit, sludge and varnish formation. AMSOIL synthetic motor oils are constructed in the laboratory and contain no impurities. AMSOIL synthetic motor oils have uniform molecular structure and are designed for specific lubricating applications. (continued on page 3)

“Rick’s Best” Tire & Rubber Dressing

Our Rick's Best Tire & Rubber Dressing comes in two finishes — satin and gloss. The satin finish will leave your tires with the natural look of a new tire that is blacker than black. You will find that it will quickly soak into the tire in about 15 minutes. As you drive away, you will not get any of the fling-off found with many dressings.

With the gloss finish, you will



have a high gloss shine that sparkles like no other! This formula will find a happy medium between soaking into the tire (for protection) and staying on the surface to provide as much shine as possible.

No matter which one you choose, they are both safe for your tires or any rubber on your ride. With a water based formula, our dressings are safe and will not deteriorate and age the rubber, unlike



dressings that are made with petroleum based products.

In addition, both formulas are non-toxic and designed to resist wash-off.

Finally, they are safe for your driveways and garage floors. You will not get any of the concrete staining that you typically see with many of the other products.

Come on in and try some on your own tires before you buy and then choose the one that you like the best!

How Do I Choose Which Wax or Sealant to Use?

Decisions, decisions . . . Do I use a carnauba wax or one of the new sealants?

Well, let me help to lay out some of the differences to make it easier for you.

Our Rick's Best One Step Cleaner & Wax combination has a main focus of combining the cleaning and waxing into one step to save time and effort. This formula contains carnauba wax as well as

detergent resistant polymers and comes in a creamy formula.

Next, our Rick's Best Carnauba Wax has a strong blend of pure carnauba wax with some synthetic blends added for durability. This one comes in a paste or a liquid form. The advantages are:

- Hardest, purest and most transparent natural wax available

- High melting point of 182° F
- Produces a rich, three-dimensional wet look for depth
- Easily layered with multiple coats
- Hides minor swirl marks
- Beads water nicely & absorbs acid rain content

(continued on page 3)

Answers to Questions About AMSOIL Synthetic Motor Oils — continued

(continued from page 2) They are not as greatly affected by the high temperatures or demanding operating conditions of modern engines like petroleum oils are.

QUESTION: How is it possible to drive 25,000 miles without an oil change using AMSOIL?

ANSWER: AMSOIL coined the phrase “extended drain interval” and it has been validated by more than 33 years of industry testing and by tens of thousands of motorists and billions of over-the-road miles.

AMSOIL synthetic motor oils provide extended drain performance because they are engineered with the highest quality base stocks and additives on the

market today. They don’t break down in heat like conventional petroleum oils. AMSOIL motor oils resist formation of performance-robbing deposits, and volatilization (burn off). Volatilization alters viscosity and increases oil consumption. Finally, AMSOIL uses a superior additive package, a key element in the oil’s ability to function. That means AMSOIL holds up under engine stresses, and remains serviceable for the full 25,000 miles with appropriate oil filter changes.

Come on in to our store for your AMSOIL. We have over 23 years of experience with AMSOIL and stock the state’s largest inventory of AMSOIL products!

IF YOU ARE NOT CURRENTLY USING AMSOIL, YOU SHOULD CONSIDER -

- **AMERICAN MADE** IN SUPERIOR, WISCONSIN! REDUCE OUR DEPENDENCE ON FOREIGN OIL . . .
- **ENVIRONMENTALLY FRIENDLY!** LESS WASTE TO DISPOSE OF WITH FEWER OIL CHANGES . . .
- **LONGER ENGINE LIFE!** BETTER LUBRICATION MEANS LESS HEAT AND LONGER EQUIPMENT LIFE . . .
- **GREATER FUEL ECONOMY!** RESEARCH SHOWS AMSOIL SYNTHETIC LUBRICANTS IN GENERAL INCREASE FUEL ECONOMY BY 2% TO 5% . . .

Ladies Corner — by Judy

Ok ladies, my husband, Rick, suggested that I start my own column with my thoughts, just for us gals. So, here goes.



In many ways I am like my husband. I will not recommend a product unless I have used it myself. Our Rick’s Best General Purpose Cleaner is one that I highly recommend!

This is an amazing product. Not only is it good for most any surface of your car, but it also a great spot remover. I found this out when I accidentally spilled Diet Coke on my yellow t-shirt. At first, I thought that I will just take care of it when I get home, but then I thought I shouldn’t let it dry. Taking the Rick’s Best General Purpose Cleaner, I sprayed it on the spot and gently rubbed it. Not only did the spot dissipate, but it also did

NOT leave a ring! Rick says this is because his cleaner is designed to not leave anything behind when it evaporates.

I keep a bottle in my car. I use it on vinyl & leather for those pop or ice cream spills or even on my shirt. With a family of 5, my SUV gets plenty of abuse, but with Rick’s Best General Purpose Cleaner, it won’t look like it.

P.S. My daughter even insisted on taking a bottle away to college with her.

How Do I Choose Which Wax or Sealant to Use? - cont.

(continued from page 2)

The disadvantages are:

- Not as durable as the sealants. A single coat of Carnauba wax generally lasts 2 to 4 months, depending upon weather and care conditions

In the sealant category, our Rick’s Best Sealant is made up of modern polymers, acrylic resins and synthetic wax. The

formula is very creamy and will chemically create a strong bond to the surface.

Sealant advantages are:

- Durability! Typically will last at least 6 to 9 months or more, depending upon weather and care conditions
- Very high gloss
- Rarely will cloud or streak

Disadvantages:

- May lack depth and richness
- Tendency to highlight paint flaws

Whichever one you choose, be sure to properly prepare the paint for waxing by using our Rick’s Best Clay & Lubricant along with our Rick’s Best Precleaning Lotion to obtain the absolute best results that you have come to expect.



PREVETTE'S™
 ESSENTIALS FOR MOTORING ENTHUSIASTS

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 THUR 9 – 6
 SUN & MON; CLOSED



OFFICIAL CAR CARE PRODUCTS OF IOWA ROD & CUSTOM 2005 CAR SHOWS
 WWW.IOWAROD.COM

Detail Cleaning Swabs

Selection? You want selection? You got it! Did you know that we have 13 different kinds and sizes of detail cleaning swabs? Used for everything from cleaning out air vents to reaching the smallest crevice inside or on the outside around an emblem.

Why so many different kinds? Well, believe it or not, different tasks call for different materials, different shapes and different sizes. No matter what you are trying to clean, we have a swab for it.

Some of the swabs are made for absorbing and holding a lot of your favorite liquid cleaner or dressing. They are designed with



a foam outer covering for durability but have a cotton inner core for absorbency. Or, some have tightly wound cotton for general purpose cleaning. Some even are made out of polyester for that

extra cleaning power and durability. They can even be cleaned and reused! Now that's value . . .

Need the tines of a swab's? We have it! Need a swab to kill bacteria in the air vents? We have a swab that has alcohol filled in its stem for you to squeeze into the foam head and kill germs as you use it.

Cleaning around the carburetor or fuel lines and need an anti-static swab so you won't 'spark' some excitement? You



guessed it, we have it! When it comes to shapes, we have cleaning swabs that are fat for larger areas and skinny pointed tips for those small

recesses that are hard to reach.

Come on in and see the selection! You will find one to fit the cleaning need you are looking for.



Customer Appreciation Card

Present to receive 20% off your total purchase of 'Rick's Best' line of care products.



Expires November 30, 2005