PREVETTE'S MOTORING NEWS

ESSENTIALS FOR MOTORING ENTHUSIASTS

Offering distinctive quality care & preservation goods for your ride . . .

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INSIDE THIS ISSUE:

Prevette's Store Open & Growing!

Well, the store has only been open for a few months now and we are already looking at knocking out some interior walls to make room for more new goods.

It seems that us motoring enthusiasts have an unquenchable thirst for constantly new, better (and cool) products. Of course, I'm not talking about myself here (yea, right . . .) but the continuing interest and appetite of you — our customers.

Our private line of motoring care chemicals, called 'Rick's Best' (what else . . .) has been very well received. One of the goal's in the Rick's Best line has been a professional level of quality. I'm happy to say that we have been able to achieve that and more.

In addition, we have the most complete and in stock line of AMSOIL synthetic lubricants and filters that you will find anywhere!

Finally, everything is then complimented by a wide variety of detailing tools and accessories that is growing every month.

Come on in and let me know what you think! All comments and suggestions are more than welcome.

Care Tip #1

WASH YOUR RIDE WEEKLY

Washing your ride weekly will have the greatest impact on prolonging its' exterior life. A dirty vehicle will hold moisture and contaminants easier and longer than a clean vehicle.

Here in the Snow Belt, the most critical time to wash a car is in the spring. The majority of the rust on your vehicle will occur during this time of the year, particularly due to all of the salt and chemicals that have accumulated on and underneath your car over the winter.

In order for rust to form, there must be a combination of air and moisture. In cold weather, water is frozen and cannot do much damage. The most critical temperature for rust formation is from 32°F to 40°F. At 32°F and below, water is solid and will not react with the air. When the temperature is 40°F and above, the water and salt solution will begin to evaporate and interact with the air. For the corrosive nature of the salt to become reactivated, all that is needed is moisture, any moisture; even high humidity will do the trick.

If you live in a dusty area, the constant deposit of dust on your vehicles' finish acts as a mild abrasive and also forms a rough surface for other contaminants to cling to.

Your only protection to all of these "horrors" is frequent washings, being sure to spray underneath, in the wheel wheels and behind any moldings. A vehicle that is kept free of contaminants through weekly washings will have a body and paint finish that will last for many years to come.

TRIVIA QUESTION:

- How many Plymouth Prowler's were produced its' first year of production in 1997?
- What was the color offered for the 1998 Plymouth Prowler?
- Answer in Next newsletter (Well, I had to give you some reason to want to read the next edition . . . :-))
- If you know the answer, to one of the trivia questions, come into the store with the answer before the next newsletter comes out and I will give you 5% off of your purchase. Give me both answers and I'll give you 10% off. (Please note some items are excluded)

What Are Synthetic Lubricants?

From the March 5th AMSOIL Service Line Publication:

Engines, transmissions and other mechanical systems contain hundreds of moving parts. Though the metal surfaces of these parts look smooth, they are actually full of microscopic peaks and valleys. When the peak of one surface touches its mating surface, it causes damage. Damage may lead to component failure or wear. Failure prevention and wear reduction are the primary functions of lubrication.

Refined Oils

Conventional oils, the oils most people are familiar with, are refined from crude oil. Refining is a process of physically separating light oil components from heavy ones.

Crude oil contains millions of different kinds of molecules. Many are similar in weight but not in structure. The refining process cannot distinguish such molecules, so a wide assortment of molecules is present in the finished lubricant made from crude oil stocks.

Some crude oil molecules are not beneficial to the lubrication process. For example, paraffin causes refined lubricants to thicken and flow poorly in cold temperatures. Molecules containing sulfur, nitrogen and other elements invite the formation of sludge and other products of lubricant breakdown, especially in high-temperature applications. Sludge and breakdown products significantly increase wear rates.

> The main advantage of mineral oils is their low cost. The main limitation of mineral oils is that . . . the lubricant-sized molecules have a variety of structures ranging from the best to the worst (in terms of wear control).
>
> *-A. Jackson, Mechanical Engineering transactions*

The assorted molecules of refined lubricants also have different shapes, making lubricant surfaces irregular at the molecular level. As lubricant layers flow across one another during the lubrication process, these irregularities create friction, which consumes power, reduces efficiency and increases heat and wear.

Synthetic Lubricants

Synthetic lubricants are chemically engineered from pure chemicals rather than refined from crude oil. That gives them significant advantages over refined oils. (Cont. on Back Page)

Concerned Over the "Little Black Boxes"?

If you own a late-model Ford, GM, Toyota or Lexus car, lurking underneath your carpeting is a sophisticated electronic data recorder. These boxes are designed to capture pre– and post-crash information. When a significant change in your car's velocity is noted, the device begins to record data, such as vehicle speed, seatbelt status, brake status, position of the throttle and how severe of a crash occurs.

After an accident, crash investigators have an electronic witness to what you and your car were doing right before, during and immediately after the crash.

Most of these devices will only record about 5 seconds of data before and after a crash. This may or may not seem like a good idea to you. In many states, there are laws that are being reviewed and enacted in regards to such things as who owns the data — the car owner or ????

Is this another version of "Big Brother"? Some people are very disturbed over the fact that their car can 'tell' on them during a crash investigation. There have already been court cases where the information contained in these boxes have been used to either convict or clear the driver of an accident.

Personally, I think (Cont. on Page 3)

Rustic Wooden Gift Crates Are A Big Hit!

When it comes time to give a gift, if you can give them something unique, you will have a bigger chance of scoring a hit!

At Prevette's, we have put together some old fashioned wooden crates that are used to give as gifts when filled with any of our high quality motoring care products. The crates come in 3 sizes and normally cost $6, $7 or $8. But, when filled with our products, they are FREE!

Come on in, or call, and we will help you to put together a unique and fun gift that will fit just about any budget and be a big hit.

One of the most popular ways to fill the crate is with an assortment of our high quality Rick's Best care products. Be creative and have fun creating your own expression of a unique present for that special someone.

Clay Bar & Lubricant Product Highlight

Ok, so go up to one of your friends and ask them if they have ever 'clayed' their ride. Before he or she begins to describe that time when they got stuck in the mud, tell them about claying their paint finish for that ultra clean and smooth surface before waxing.

That's right! Using 'Rick's Best Cleaning Clay' and 'Rick's Best Cleaning Clay Lubricant', you will turn that paint finish into the smoothest, cleanest finish that you have ever had.

How does it work? Simple. First wash your vehicle to remove the standard dirt and grime. Then, just spray an area, say about 2' by 2' with the lubricant, and wipe the 8 oz. clay bar back and forth across the paint for a few passes. What happens you say? Simply the most amazing thing — any contaminates that were not originally part of the paint are removed. This includes rail dust, paint overspray, tar, bugs, tree sap, whatever. Your paint finish will feel like glass.

After you have cleaned the finish with the clay, you can now apply your favorite wax to complete the process and protect your paint's finish. In fact, you will notice that your wax even goes on easier and lasts longer! Wax sticks best to a clean surface, but you knew that.

One thing — be aware that there are different kinds of clay bars on the market. Not just any bar will do. You only want one that has been especially made for this purpose. This means that the clay bar has been extra refined to make it very smooth and fine grained. Even amongst these types of clay bars, there are ones that are smoother or coarser than others. Generally the smoother, more refined bars are the ones that you want.

And, it's not just for painted surfaces. It also works on aluminum, chrome, fiberglass and more! A clay bar & bottle of clay lubricant will quickly become your new favorite miracle product.

We stock the clay bar in a fine blend cut into the larger 8oz. bar size. The clay lubricant is available in 3 sizes — 8 Oz., 16 Oz. and 32 Oz. Come on in and we will even let you try it on your own ride before you buy it. You'll be simply amazed at the results you'll get!

Concerned Over the "Little Black Boxes"? - Cont.

that as long as this device is simply and plainly stating the truth, what are we afraid of? Isn't' that what we are after? Or are we after truth only if it doesn't show that we were the ones at fault.

In some cases, the devices have been known to save lives as they can be made to automatically trigger a call to OnStar to notify them of the crash.

As you can imagine, some are expressing concerns over what many are saying could become abuses in the future. These could come in the form of speeding tickets and arrests after the fact to warranty claims refused or even denials of liability. But again, if the data is representing the facts, what are we afraid of? The truth is the truth and facts are facts. Are they saying that they don't like it if it records them speeding and then they consequently receive a ticket in the mail? They were breaking the law — weren't they?

Ummmm, looks like we will all be held more accountable and more responsible for our actions in the future. Let's just hope that the data gathered is indeed used as it was intended — to just get at the facts and the truth.

Well, anyway, enjoy your motoring and let's be careful out there . . .

Customer Corner

This spot will be reserved for a short story and a picture of one of our customer's car, truck or motorcycle. If you would like to appear in our next newsletter, please email me a picture along with a few paragraphs of interesting info on it. I can be reached at Rick.Prevette@Prevettes.com.

Your motoring ride pictured here .

If you don't have a picture in electronic format, you can mail it to me and I will scan it in. Our address is:

Prevette's

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Friday; 9 – 8
Saturday; 9 – 4
Sun & Mon; Closed

IOWA ROD & CUSTOM PROMOTIONS

Official Car Care Products of Iowa Rod & Custom 2005 Car Shows

What Are Synthetic Lubricants? - Cont. From Page 2

Pure—The feedstocks from which synthetic lubricants are made do not contain sulfur, nitrogen or other elements that invite the formation of sludge and other products of lubricant breakdown. Synthetic lubricants can be used in higher temperatures (read 'in today's engines') than refined lubricants without breaking down. Their resistance to breakdown also allows them to be used longer than refined lubricants can be used. Lubricated systems stay cleaner and last longer with synthetic lubricants.

Uniform—The feedstocks from which synthetic lubricants are made feature uniform and smooth molecular structures, which ensures low friction as lubricant layers slide across one another. Reduced friction increases energy through-put for greater fuel efficiency and power and reduces heat and wear for longer equipment life.

Molecular uniformity also helps synthetics resist thinning in heat and thickening in cold, which helps them protect better than refined oils over a system's operating temperature range and helps ensure secure sealing.

> Field experience has shown that synthetics can give economic benefits when used in place of mineral oils which were working satisfactorily. The benefits fall in five general areas:
>
> - Improved energy efficiency
> - Wider operating temperature range
> - Increased design ratings
> - Reduced maintenance
> - Better reliability and safer operation
>
> *- A. Jackson, Mechanical Engineering transactions*

Designable—Many different kinds of feedstocks may be used to create synthetic lubricants, allowing a synthetic to be designed for virtually any application. Some feedstocks are ideal for use in extremely cold environments. Others are perfect for use in extreme heat. Some are extremely safe in applications in which refined lubricants pose a fire or explosion hazard. Refined oils simply do not offer the design flexibility synthetics offer.

The design flexibility of synthetics also allows them to be tailored very specifically to the needs of everyday applications, such as automotive engines. That specificity helps ensure long life and peak power, performance and fuel economy from the lubricated system and long lubricant life.