

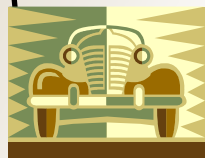


# PREVETTE'S MOTORING NEWS

## ESSENTIALS FOR MOTORING ENTHUSIASTS

Distinctive quality products, services & expertise for the care, preservation and restoration of your ride . . .

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## Our New Location Is Working Out Great!

3175 99th Street, Urbandale, IA



area. We are already busily utilizing our state-of-the-art shop for full detailing services, paint touch-up, dent repair, vinyl and leather repair, wheel repair, pin striping, and much, much more.

Now we not only offer you the best products for the do-it-

yourself, but we can also do either all of the work or, if you prefer, just particular aspects of what you need to have done. Thank you so much for your continuing support!



*Rick*

## Care Tip #13

### Caring For Weatherstripping

Taking care of your rides' weatherstripping is very important. The weatherstripping keeps out the rain, snow and dust, helps to seal out outside noise and is essential for making the doors, hood and trunk fit properly. Without proper care, your weatherstripping will age, dry out and become hard and brittle. When this happens, you lose all of these benefits.

Your first step should always be to properly clean the weatherstripping. We recommend using our Rick's Best General Purpose Cleaner for this task. Simply apply the cleaner to a clean towel or rag and wipe the weather stripping down. Be sure to remember to clean the backside of the weatherstripping as well as into the folds and creases.

After you have cleaned it, you will want to apply a dressing that is specifically made for weatherstripping. Most often, the weatherstripping is not simply made out of rubber but consists of special materials designed for the task. You will find that often times a rubber dressing will not work as well on this type of "rubber". Our choice is a new product that we just introduced for this task called Rick's Best Weatherstrip Dressing. Our new dressing has been formulated specifically for the type of rubber found in weatherstripping. It will significantly slow down the aging process and help to keep it from becoming hard and brittle. Unlike many dressing, it will soak into this type of rubber and not leave a shiny, greasy surface film. For those of you in cold climates, our dressing will also help to keep your doors from freezing shut to the weatherstripping.

One other note — it is also great for removing wax residue from the weatherstripping as well as from hard plastic trim.

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### TRIVIA QUESTIONS:

- WHAT WAS THE FIRST PRODUCTION CAR IN THE U. S.?
  - IN WHAT YEAR DID AMERICAN COMPANIES BUILD 93% OF THE AUTOS SOLD IN THE U.S. AND 48% OF THE WORLD SALES?? 1940, 1950, 1960 OR 1970
  - ANSWERS IN THE NEXT NEWSLETTER
- ANSWERS TO THE LAST EDITION QUESTIONS:
- WHAT IS THE TYPICAL COLD WEATHER POUR POINT FOR AMSOIL MOTOR OILS
  - A: -45°F TO -60°F
  - WHAT COMPANY WAS THE FIRST ONE TO OFFER THE PUBLIC A CERTIFIED API MOTOR OIL?
  - A: AMSOIL



As many of you know, in early spring we moved to our new location which more than doubled our previous square footage and allowed us to expand into some new services. We now have great visibility from the street as well as plenty of parking. If you have not yet had a chance to visit, please do stop in and we will give you a personal tour.



Not only have we expanded our retail space, but we have added 1,500 sq. feet of shop



# How Do I Obtain Better Gas Mileage?

A hot topic, right? My guess is just about everyone is interested in obtaining better gas mileage these days, no matter what type of ride you enjoy.

My first comment that comes to mind is stay away from falling for the unrealistic claims that you hear and read about that sound too good to be true. This includes those pills and liquids that you add to your gas to ‘catalyze’ it for better mileage, the magnets that you put on your fuel lines to better ‘align the fuel molecules’ for more efficient burning of the fuel, those ‘turbo tunnels’ that you put in your air cleaner to get the air to spin just right for better mixing of the fuel, etc., etc., etc. Often, these products claim 15 % to 40% better gas mileage.

Now, I ask you, IF these products actually worked (and they do not), don’t you think that the car manufacturers would pick up on this to help them meet their federally mandated mpg goals instead of spending millions and millions of dollars to achieve better mpg? I think so.

With that said, let’s take a look at some PROVEN ways that actually will help you to get the better gas mileage that you are looking for.

First off, most gas mileage increases come in small increments. There is no miracle cure that will jump your mileage by 25%! The secret is that by following these guidelines, they add up

together to give you a significant and noticeable gas mileage increase. I have yet to find anything that will, by itself, give you a 15% increase, or more. So, what works already you are asking! Well, here you are, in no particular order.

There are three big factors to keep in mind — weight, efficiency and resistance (external as in air and internal as in lubricants). You have to make approximately 3,800 lbs. of weight move against these external and internal resistance factors. Your choices are to basically reduce weight, offer less resistance, or increase the efficiency of whatever is doing the work to overcome these. So, let’s take a look . . .

### 1. USE SYNTHETIC LUBRICANTS

OK, you knew that I was going to put this one at the top of the list. And by synthetic lubricants, I would recommend first and foremost only the best — AMSOIL. Why synthetic lubricants? There are many reasons but for our topic here, increasing your gas mileage, it is simply the fact that synthetic lubricants offer much less resistance to your ride’s moving parts due to the uniform size of their molecules. This uniformity allows these parts to move easier with less energy spent to move them.

### 2. EVERY 15,000 MILES, USE AM-SOIL PERFORMANCE IMPROVER

Using AMSOIL PI regularly will help to keep your fuel system clean and efficient. Dirty fuel injectors, carburetors and valve deposits will only work against you on gas mileage if not cleaned on a regular basis.

### 3. USE FILTERMAG ON YOUR OIL FILTER

FilterMAG will trap those extremely small metallic particles that your oil filter will miss. Removing these particles does help with gas mileage. Any foreign material in your oil not only adds to wear, but affects resistance by adding friction.

### 4. KEEP YOUR TIRES INFLATED TO THEIR PROPER PRESSURE YEAR ROUND

This is a simple and free one! Underinflated tires require more effort from your rides’ engine to overcome the extra rolling resistance added when your tires are underinflated. Remember, that for approximately every 10 degree change in outside air temperature, your tire air pressure will change 1 psi. If the temperature drops 30 degrees, your tire pressure will drop 3 psi.

### 5. REMOVE UNNECESSARY ITEMS FROM THE BACKSEAT AND TRUNK

Carrying around items that you don’t need only adds weight. Extra weight means your ride has to expend more energy to move them around.


### 6. USE AIR CONDITIONING SPARINGLY

Using the air conditioner places extra demand on your engine, requiring more fuel. Unfortunately, at highway speeds, opening the windows affects your gas mileage about the same as the air conditioner does due to the added extra turbulence. (continued on pg. 4)

## YES, More New Products! (You thought we were done adding?)

This spring and summer we have had a number of new products land in our store. Here is a brief description of what’s new. (Please note that not all products have been listed in the catalog or on the website yet.)

- ⇒ Rick’s Best Weatherstrip Dressing 
- ⇒ Rick’s Best Wax Residue Remover
- ⇒ Rick’s Best Heavy Duty Cleaner & Degreaser
- ⇒ Rick’s Best Paint Polishing Glaze 
- ⇒ Rick’ Best Surface Prep Cleaner
- ⇒ One Grand Plastic Polish & Conditioner

- ⇒ Wurth Stone Guard Clear Spray 
- ⇒ Wet Sanding 1000 & 1500 Grit Sandpaper
- ⇒ Reusable Scuff and Scouring Pads in Fine, Medium and Coarse
- ⇒ Wurth Zebra Flexi-discs and backing plates
- ⇒ Steel Wool in 3 Additional Grades of 000, 00 & 0
- ⇒ Wurth Brake & Parts Cleaner
- ⇒ 530 Gram Microfiber Towel (our thickest towel yet.)
- ⇒ Cleaning Wand & Pads for those

- hard to reach places
  - ⇒ Cyclo Blue Foam Pads
  - ⇒ California Super Duster
  - ⇒ California Dash Duster
  - ⇒ AMSOIL Synthetic Scooter Oil
  - ⇒ AMSOIL Synthetic Power Steering Fluid
  - ⇒ Microfiber Dust/Wash Mitt 
  - ⇒ Microfiber Applicator Pads
  - ⇒ Fragrance Scented Cork Discs
  - ⇒ Disposable Paper Funnels
- Keep a close watch as even more new products are on the way!

## NEW! One Grand Plastic Polish & Conditioner

One Grand Plastic Polish & Conditioner is truly an exceptional product! I have used this product for many, many years and now we are excited to announce that we have been approved to become an authorized dealer.

This is the absolute best product for cleaning and protecting plastic, leatherette, vinyl stripes and wood surfaces. It is amazing on convertible windows to keep them pliable and clear from yellowing.

The One Grand Plastic Polish & Conditioner is excellent for preserving and polishing lens covers on turn signals, brake lights, headlight covers, lexan panels, plexi-glass windows, motorcycle fairings, bug deflectors, dashboard components, door panel components and so much more.



What is different about this one that makes it so good is its emulsified oils based formula. When you apply it, the oils actually are absorbed into the plastic to help keep the plastic from aging and becoming brittle. Additionally, it helps to protect plastic from harmful UV rays that can lead to discoloration and yellowing.

When applied, you simply buff it onto the part, either by hand or by machine, let it haze, then remove the excess with a soft cloth. The coating that it leaves behind will make the plastic brighter and deeper in color as well as more reflective. Your plastic headlight and taillight covers will appear brighter. When applied to a plastic convertible window, it will actually remove any yellowing that has appeared in the plastic as well as leave behind the emulsified oils for addi-

tional protection.

One of my favorite uses for the One Grand Plastic Polish & Conditioner is to clean the delicate clear plastic that covers your instrument panel. There is not much else that can detract from a nice interior quicker than a badly scratched instrument panel facing. Using a soft microfiber cloth to apply and buff off, you will not scratch the plastic while cleaning it and it will look like new for many years.

And finally, it is the perfect choice for vinyl stripes. Simply remove any wax and residue from the vinyl with our Rick's Best Precleaning Lotion and finish with applying the One Grand Plastic Polish & Conditioner to protect the vinyl from becoming brittle and cracking due to age and the elements. Another fine product for your enjoyment!

## Ladies Corner — by Judy

Welcome Back!

It certainly has been a busy spring & summer with the new store location. There has been many new products and new detailing supplies. Now you would think that I would write about one of them, but I am not. Let me tell you what I have learned about one of our original products, our Rick's Best Vinyl Dressing.

I bought a new Nissan Versa and I immediately started to detail it. I cleaned the cloth upholstery and applied our Rick's Best Fabric Protectant to help keep it looking like new.

Moving on, I cleaned the glass with our Rick's Best Glass Cleaner which is so clean it looks like you have no glass at all. I waxed the exterior and applied our Rick's Best Satin Tire Dressing.

But, through all of this, I neglected my dash. I couldn't figure out why the bottom inside of my windshield always had a film on it. I'd clean it and a few days later there the film was again. When I explained this to Rick he asked me if I had applied our vinyl dressing which I answered I had not. He explained to me that the plasticizers that make up my dash were evaporating and forming that

film. My dash was drying out which means in time it could fade and possibly peel.

Now, it is not like the dashes of the '70's which actually cracked. However, I needed to protect my dash. I applied our Rick's Best Vinyl Dressing which not only smells nice but it is not greasy and does not attract dust. My dash is not only protected against the UV rays from the sun, but also, there is no more film on my windshield. I love clean windows and this film was driving me nuts. Now I have a protected dash *and* clean windows.

## New Services



Great news! As we continue to grow, we are not only adding and expanding our product selections for you, we are now offering services. Here is a brief sum-

mary of our new offerings:

Full detailing and cleaning - pin stripping - vinyl repair - carpet dyeing - leather repair - wheel repair - carpet and upholstery extraction cleaning - paint chip repair - dent repair - engine cleaning - engine dressing - wheel refinishing - plastic headlight refinishing - glass treatment - odor removal - stain removal - paint swirl removal - rail dust removal - concrete splatter removal - washing - waxing - sealing - glazing - polishing - undercarriage washing - hand

washing - and more . . .

Come on in and see us with whatever question or challenge that you may have. If you prefer to do the work yourself, we have the best products for you to use and we will teach you how to use them. Plus you can rent the Cyclo polisher and even rent some of our shop space. Or, if you prefer, we will be happy to do all or a portion of the work for you.

Now you have even more choices with us!



**PREVETTE'S™**  
ESSENTIALS FOR MOTORING ENTHUSIASTS

**3175 99TH STREET  
URBANDALE, IA 50322**

**STORE:** 515.327.8600  
**TOLL FREE:** 877.327.8606  
**EMAIL:** INFO@PREVETTES.COM  
**WEB:** WWW.PREVETTES.COM  
**HOURS:** MON, WED & FRI: 10 – 5  
(CST) TUE & THUR: 10 – 6  
SAT: 9 - 4  
SUN: CLOSED



## How Do I Obtain Better Gas Mileage? (continued from pg. 2)

### 7. INSTALL A HIGH QUALITY AIR FILTER

Basically, your engine is a powerful air pump and needs a continuous supply of a large volume of air to operate efficiently. If your air filter is dirty, it can't get the air that it needs and consequently will burn more fuel. Additionally, if your air filter is an inefficient design and does not allow the proper amount of air into your engine, again, it is starved for air and will use more fuel than it should.

### 8. KEEP YOUR ENGINE TUNED BY FOLLOWING YOUR MANUFACTURER'S MAINTENANCE SCHEDULE

Keeping your engine in top shape will help to keep it operating at its peak efficiency. Read the owners manual!

### 9. KEEP YOUR RIDE CLEAN

Yes, this actually makes a very small difference. Remember the air resistance comment? If your ride is not clean, all of that dirt, environmental particles, etc., create a small amount of extra air resistance. At the start of a race have you ever

seen a dirty race car? Point well taken . . .

### 10. TAKE OFF YOUR LUGGAGE RACK RAILS WHEN NOT IN USE

If your ride has a luggage rack or rails on it, if you remove them when you are not using them you will be improving the air dynamics of the vehicle. Less air resistance means what? . . . better gas mileage!

### 11. MODIFY YOUR DRIVING HABITS

This one can have the greatest impact on your gas mileage. The best thing here is that this is free and is fully within your control and ability to change. Most people accelerate much too rapidly from a stop. A slower, gentler acceleration will greatly conserve greatly. Remember, you are trying to move somewhere around 3,800 lbs. of dead weight from a stop. Another change you can make is to anticipate stops and begin coasting before you have to apply the brakes when you see a red light or stop sign ahead. Don't keep the accelerator pedal engaged right up until the point you have to stop. And yes, drive the speed limit . . .

### 12. WAIT TO REFILL YOUR FUEL TANK UNTIL IT REGISTERS DOWN TO 1/4 FULL

Fuel weighs approximately 7 lbs. per gallon. If you have a 20 gallon tank, that's 140 lbs. of weight. If you are always refilling when you are only down to 10 gallons instead of 5 gallons, you will be hauling around an extra 35 lbs. However, when you can, do not let the fuel tank get below 1/4 full. There are two reasons for this — first, you want a safety reserve of fuel and second, many cars have the fuel pump in the gas tank and use the tanks' fuel to keep the pump cool while it is operating.

### 13. ON TRIPS, PACK LIGHT TO REDUCE WEIGHT

By now you know that excess weight just adds to the work that your engine has to do to move your ride. Don't take so much with you on trips, much of which we often find ourselves not needing or using.

Well, that's all we have space for at this time. I hope that this information will help you to see how many different things work together to affect your gas mileage. Have a good journey!