

WHAT'S NEW AT MASTERLUBE?

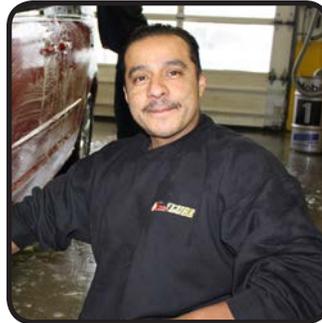
A Fond Farewell to Our Bean-Counter

With the New Year comes a new chapter for Doug at the MasterLube office. Doug's retirement officially began on December 31 - though he will be hanging around the office now and then to help with the transition to the new year. Thank you Doug for your 13 years with MasterLube - we will miss you!

Miranda is now scheduling our Community Posters for 2015. Community posters are displayed in the poster frame between the bays of each MasterLube. The frames are in place to help promote family friendly events such as museum exhibits, concerts, and fundraisers. If you know any organization who would like to use these frames to promote their events, please call Miranda at the office.

Congratulations to several MasterLubers this month as they celebrate their anniversary. Fix-it man Tad hit the 28-year mark; Adrian, manager at Heights Four Seasons, celebrates lucky number thirteen; Jason, manager of Downtown has been here for 7 years; Robert at the Hand Car Wash celebrates 3 years; and Jim at the MasterLube office hits year number two. Thank you everyone for all your hard work!

If you've got good news to share, be sure to contact Miranda at the office or email mirandag@masterlube.



HUMAN MOMENTS

Customers & Staff Share Their Thoughts

From King Ave:

- ~ "Great service!" "Friendly, smiling staff today!"
- ~ "Staff was fast and very friendly! Professional! You guys are excellent!"

From Laurel:

- ~ "Awesome service! So professional, quick and thoughtful!" - Sarah H.
- ~ "Ambition/Friendly/Positive (Nice) - Coffee ok" - Deny F.
- ~ "Great service & very friendly staff! Store very clean & organized." - Michael P.



Scan the code for Iconic Places & Uncommon People

Work on these in January -

- Why is it important that only one person be in a till each shift?
- Why would we greet customers within 6 seconds?
- Why do we run to customers instead of walk?
- Why do we make eye-to-eye contact with our customers when we guide a car in?
- Why do we get to the driver's door before our customer even gets the door open?

TECH TIP: WINTER INVENTIONS

By: Rich Ellis for *Driverside.com*

In winter, things tend to stop working. Whether it's an aging, cracked serpentine belt on your vehicle or the sticky lock on your home's front door, things just tend to break more often in winter's unforgiving cold. This is particularly true if the mechanical system or component is in an already weakened state due to age, wear, or neglect.

Luckily, there are solutions that make our lives easier during the winter -

1) Windshield Deicer - Car windows tend to frost over when exposed to winter elements. You can sit and wait for your car to warm up enough to defrost the windows or you scrape the ice from your windows. Or you can fill your windshield washer tank with deicer. A few squirts on a frosted windshield and the ice-melting chemical formula instantly clears your windshield.

2) Vehicle or Windshield Cover - If you really want to save some time and energy this winter, prevent the elements from ever collecting on your vehicle - use a cover. There are two types: formfitting fabric car covers that go over the entire vehicle and smaller window covers for just the windshield. Car covers are water-resistant and breathable. Simply pull the cover off and the frost or snow comes off with it, leaving you with a clean windshield and vehicle instead of brushing off snow and scraping ice. As a bonus, you can use it in summer to protect from damaging UV rays.

3) Winterblades - Winter wiperblades, with a more rugged metal construction than standard blades, don't twist or break under snow and ice loads. The rubber wiping element is fully enclosed in a rubber boot or cover that prevents ice and snow from building up on the wiper blade itself. The result is a clear window for increased safety.

4) Custom-Molded Floor Mats - Winter muck will collect on your shoes this winter, and one

of the first places that mess is headed is on your vehicle's carpet. Prevent carpet staining and damage with custom-molded floor mats. These mats feature a lip around the mat's edge that prevents muck and water from rolling off the mat onto the carpet. And because they are designed to fit your vehicle's interior exactly, they cover and protect the maximum amount of floor space possible.

5) Antifreeze - As the name implies, this chemical and water mixture courses throughout your vehicle's engine, hoses, and radiator and prevents the engine from freezing in winter and overheating in summer, which is why it's also called coolant. It's not optional if you want a functioning vehicle. And it's not enough just to have the proper level of antifreeze. You must have the right strength and concentration to protect your vehicle below the coldest expected temperature. Check your vehicle manufacturer recommendations if you're not sure.



6) Gas Line Antifreeze - Gas doesn't freeze, so why do we need gas line antifreeze? Because there's often water in gas tanks and lines, which will most certainly freeze. Whether the gas was contaminated at the gas station or by condensation in your vehicle's gas tank, water in gas isn't good, particularly in winter when the water freezes and prevents fuel from flowing. Gas line antifreezes remove moisture, prevent gas line freeze ups, and clean fuel injectors and carburetors.

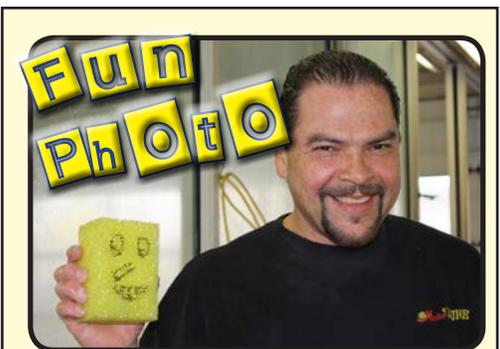
7) Snow Tires - Traction is one of drivers' top winter concerns. Even if your vehicle has traction control or four-wheel drive, you still won't have the traction you need with worn or summer tires. Most modern tires are rated as "all-season" and include an M+S designation on the tire sidewall indicating they're designed to perform well in mud



and snow. Performing "well," however, can be a big difference when compared to performing "great" in snow. Snow tires are designed specifically to deliver traction in snow, both because of their tread pattern and depth, as well as softer rubber compounds used in building the tire.

8) Tire Chains - Today's tire chains or snow chains for passenger vehicles are compact and lightweight, making them convenient to store in the trunk and easy to install in just minutes, without having to jack up the vehicle or use tools. Their appeal is the significant improvement they deliver in traction and control on snow-covered roads. You can't just slap any old set of chains on your vehicle, however. They're designed specifically to fit specific tire sizes and for certain vehicle weights, so grab the right one for your vehicle.

9) Windshield and Headlight Treatments - The grimy mixture of snow, salt, and dirt that gets flung onto your windshield and headlights is both annoying and dangerous when it reduces visibility. Treat the exterior of your windshield and headlights with a product that's designed to help water and road grime flow off the windshield, improving visibility and making snow and ice removal easier too. Rain-X is a good one. In a pinch, you can apply and remove standard vehicle wax to these surfaces to achieve a similar effect.



Roy at the Hand Car Wash spotted celebrity cartoon star Sponge Bob Squarepants and talked him into a photo.

