

DAVE'S DIGEST

INSIDE THIS ISSUE:

| | |
|----------------------------|---|
| <i>Valuable Coupon</i> | 4 |
| <i>Driving Safely</i> | 1 |
| <i>Proper Tire Care</i> | 1 |
| <i>Anniversary Drawing</i> | 3 |
| <i>Winter Humor</i> | 3 |

“Ignorance is not just what we don’t know, it’s also what we do know that isn’t so and most of all, what we don’t know that we don’t know.”

” Lightly loaded wheels bounce more easily.”

DRIVING SAFELY

BY DAVE STEFFENS

Fifty- five years ago I passed the Minnesota drivers license examination, allowing me to drive a car on public roads. I had passed the written test on signs and rules with 100% correct answers, then passed the simple road test. I thought I knew everything about driving, but without experience I actually didn't have a clue. There is a big difference between knowing you should look and knowing where and how to look. That mandatory first accident still didn't teach me where or how to look, but it did prove that I didn't know everything.

Kevin Wilson, a noted *Auto Week* columnist writes: “Ignorance is not just what we don't know, it's also what we do know that isn't so and most of all , what we don't know that we don't know.”

We seldom stop to consider how much damage a 2 ton car traveling at 70 MPH can do if it leaves the road. Driving is serious business, both for ourselves and all the others on the road.

It's important that we take it seriously and learn all we can . Of course reading road signs

and knowledge of the laws is important, but so is car control.

Book knowledge can help us here but practice



Two tons of metal traveling at speed can do a lot of damage. Driving is serious business that requires both book knowledge and car handling skill

is the best teacher by far. If an emergency situation develops we have to act out of instinct, we

Continued on page 2

Why Rotate Tires?

BY DAVE STEFFENS

Tire rotation is important to the safe and reliable operation of your car. It does a lot more then just even out the wear , which is always greater on the drive wheels.

In a front wheel drive car, the rear wheel are under only minor strain, even when braking. These lightly loaded wheels bounce more easily than the heavily loaded drive wheels

which tends to create cupping or flat spots on the tread. Once cupping occurs, tire noise and vibration both increase. and the tire must be replaced.

The cause of cupping is similar to the cause of a washboard gravel road.. The free running wheel hits a spot slightly higher than the rest of the tread (usually where the tread was seamed

(Continued on page 2)

“Practice car control till it becomes instinctive.”

DRIVING SAFELY

can't go look it up. Experience is our best teacher, that's why people who have been driving longer generally have fewer accidents. The insurance companies certainly know this, that's why rates are lower for people over 25.

Practice car control in a safe location. Start a skid and try to steer out of it. Now try it again and again until it's instinctive. You can't learn this in a book but it's very important information.

Let's consider the wisdom of the Chinese philosopher Confucius: "I hear and I forget, I see and I remember, I do and I remember." Or my mother's saying "practice makes perfect."

It's much easier to get out of practice with our automated cars. Cruise control, automatic transmissions, anti-lock brakes all help the driver but they also take away a lot of the feel, feedback and excitement of driving.

Highly trained airline pilots now experience a similar problem. The autopilot is almost always operating the plane. If the pilots have to take

(CONTINUED FROM PAGE 1)

the controls in an emergency, they sometimes do the wrong thing.. This is especially true of the younger, regional airline pilots. If it can happen to a highly trained pilot, it can certainly happen to us when driving a car.

Let's try to find out what we don't know and what we do know that just isn't so. Practice car control till it becomes instinctive.

Practice, practice, practice. By developing these lifetime skills, we also improve our chances for a longer life..



Practice car control, don't let something like this happen to you.

Tire rotation

(continued from page 1)

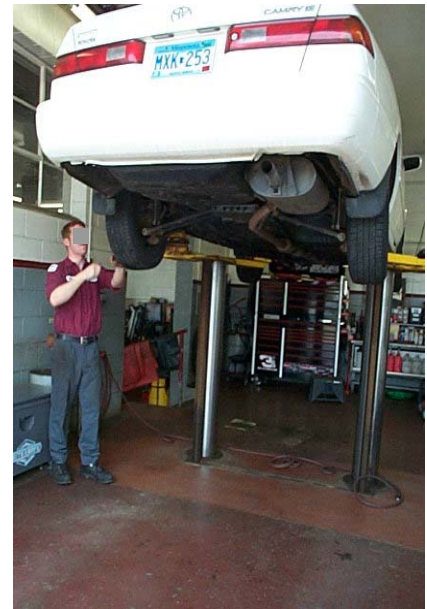
together). When that spot hits the road, the tire and wheel bounce up slightly which causes a flat spot to form on the tread where the wheel came back down. Now, that flat spot causes the wheel to bounce up again and another flat spot forms alongside the first spot. And so on and so on until the entire circumference is filled with little flat spots. The tire is now beyond repair and must be replaced.

Even all wheel drive cars have primary driving wheels with the secondary drive wheels only getting about 10% of the power under normal driving conditions.

Your only defense against this phenomenon is to regularly have the tires moved from the drive wheel to the free running wheels. This should be done by a technician familiar with your car. He will inspect the cars brakes while the wheels are off, torque the lug nuts to manufacturers specs., and adjust the pressures accordingly. (front tires usually have slightly higher pressures than rear tires.)

Tire rotation takes only minutes if the car is already on the hoist, is reasonably priced at less then 5% of a new tire, so it offers a great value.

“Even all wheel drive cars need tire rotation”



We recommend professional tire rotation, it's reasonably priced and very cost effective.

CAPTAIN'S CORNER

BY DENNIS LINDBOE



Happy New Year! As we move thru 2012 we will have some special offerings to help celebrate our 45th year as Dave Steffens Automotive. The 1st will be a drawing for a gift certificate to a local restaurant for \$45.00 dollars (\$45.00 dollars, 45th anniversary cute huh). We want to thank you for your business and friendship over these last 45 years.

The entry form must be presented at the NE Mpls store to be eligible for the drawing. We cannot accept photo copies and the NE Mpls store does not have extra entry forms. Mailed in entry forms will be accepted if mailed to the NE Mpls store. Employees cannot transport the entry to the NE Location. The store at 1850 New Brighton Blvd Mpls, MN 55418 has the drawing/entry form box and the drawing will take place at that location on April 6th 2012. (sorry for that legal disclaimer)

We are looking forward to a very exciting celebration year and look forward to serving you another 45 years and more.

45th Anniversary Entry Form

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

*Personal Attention,
Quality Repairs
1967 to 2012
Now in our 45th year*

*“More
Anniversary
specials to
come....”*

WINTER HUMOR COLUMN

This issue's men's humor was contributed by John from St. Anthony. Don't worry, it is "G" rated. I offer these as humor only, not as fact.

- Thought for the day: A married man should forget his mistakes. There's no use in two people remembering the same thing.
- Arguments: A woman has the last word in any argument. Anything a man says after that is the beginning of a new argument..
- Future: A woman worries about the future until she gets a husband. A man never worries about the future until he gets a wife.
- Success: A successful man is one who makes more money then his wife can spend. A successful woman is one who can find such a man.
- Marriage: A woman marries a man expecting that he will change, but he doesn't. A man marries a woman expecting that she won't change, but she does.
- Dressing up: A woman will dress up to go shopping, water the plants, empty the trash, answer the phone, read a book and get the mail. A man will dress up for weddings and funerals.
- Children: Ah, children. A woman knows all about her children. She knows about dentist appointments and romances, best friends, favorite foods, secret fears and hopes and dreams. A man is vaguely aware of some short people around the house.
- Money: A man will pay \$2 for a \$1 item that he needs. A woman will pay \$1 for a \$2 item that she doesn't need but it's on sale.
- Nicknames: If Laura, Kate and Sarah go out for lunch, they will call each other Laura, Kate and Sara. If Mike, Dave and John go out., they refer to each other as Fat Boy, Bubba and Wild Man.

*“Men wake up
as good looking
as when they
went to bed”*

Dave Steffens Automotive
612-781-1788

Conway Auto Clinic
651-739-2351

Dave's Riverside Shell
612-333-3441

Email:
daveauto@aol.com
conwayautoclinic@aol.com
riversideshellmn@aol.com

Web site:
www.davesteffensauto.com



Dave Steffens Automotive
1850 New Brighton Blvd
Minneapolis, MN 55418

Newsletter

*Conway Auto Clinic and
Dave's Riverside Shell
Official Newsletter*

45TH ANNIVERSARY SPECIAL

*Personal Attention,
Quality Repairs
1967 to 2012
Now in our 45th year*

With your trust and support, we at Dave Steffens Automotive are now in our 45th year. We value the relationship that exists with all our customers and work hard to maintain it..

The service department is our only department: we must get it right to stay in business. Word of mouth is the best advertising we have. Your complete satisfaction and referrals are very important.

February and March are usually quieter times in this business, often followed by a spring rush with more work then we can do. In an attempt to even out this work load, we offer the coupon printed below. It is good for a \$25.00 discount

on labor charges over \$100.00. Because it applies to almost any repair or service you need done, I believe that it's the best coupon we offer.

It will expire on March 31st when the warmer weather and spring travel bring a higher demand for our services. If you can't use the coupon by it's expiration date you are welcome to pass it on to a friend.

We realize that you have a choice in automotive service shops and wish to thank you for choosing Dave Steffens Automotive, Conway Auto Clinic and Dave's Riverside Shell.

*"Our best coupon of
the year because it
applies to most of
our services"*

Emergency towing, 24 hour
651-633-4262

45th Anniversary Coupon

\$25 off Any labor
over \$100



Valid 2-1-12 to 3-31-12. Only 1 coupon per transaction please, can not be combined with any other offer. Applies to most service & labor charges.
Coupon must be left when dropping off vehicle for proper credit

Signed _____

Date _____