

Boulevard News

Baum Boulevard Automotive ~ 4741 Baum Blvd, Pittsburgh, PA 15213
412-682-1866 ~ www.BBAPGH.com ~ Issue 1.1

Message from the Shop

Greetings from the shop! We want to introduce you to our newsletter which we will be sending out during the year to keep you educated about your vehicle, and keep you up to date on the shop. We want to keep you and your vehicle safe and reliable, which is our primary goal at Baum Boulevard Automotive.



It's hard to believe the decade is over and we are more than a month into 2010! In the past year there have been changes here at the shop to help us improve our service to you. First off, we are now an AAA approved automotive repair facility. What that means is we have met and maintained AAA's tough performance standards while providing reliable and courteous service.

AAA requires facilities to employ trained technicians that have earned certification by the National Institute for Automotive Service Excellence, maintain state-

of-the-art tools and equipment to complete a broad range of repairs, as well as adhere to customer satisfaction criteria. In fact, just one example of this is we have now invested \$12,000 in equipment to enhance our ability to work on the new high performance wheels and tires that are becoming more and more prevalent on today's newer cars. We also have a program in place to get our technicians certified and keep them on top of the continuous changes in the industry.

If you have any suggestions on what you would like to hear about, let us know and we will be happy to address these topics for you. So here's to another great year for all our great customers, and we thank you for placing your trust in us for all your vehicle repair needs.

Shop Hours

Monday - Friday
7AM - 5:30PM

Call us at
412-682-1866
to schedule your
appointment.

Going Green- What's That Mean?

These days do you hear the term going green wherever you turn? But what does that mean to you and what can you do to help the environment? Motorists who want to 'go green' don't have to wait to help the environment. By changing a few habits, you can begin helping the environment right away.

Regular vehicle maintenance and better driving habits are two easy-to-implement strategies. Better automotive habits will help your vehicle last longer and command a better resale price as well. The following tips can put you on the road to environmentally conscious car care:

- Keep the engine running at peak performance—a misfiring spark plug can reduce fuel efficiency as much as 30 percent. Replace filters and fluids as recommended.
- Today's vehicles have much cleaner tailpipe emissions than they did thirty years ago. But a poorly running engine or faulty exhaust system will cause your vehicle to pollute much more than it would otherwise. Don't ignore that 'Check Engine' light. It can result in serious damage to your engine, transmission and the environment.
- Keep tires properly inflated and aligned to re-

Continued on next page

Going Green continued from front page

duce the engine's effort, and thus gasoline consumption. What's more, your tires will last longer too, saving you money and easing the burden at recycling centers.

- Have your vehicle's air conditioner serviced only by a technician certified to handle and recycle refrigerants. Older air conditioners contain ozone-depleting chemicals, which could be released into the atmosphere through improper service.
- Avoid speeding and sudden accelerations - both habits guzzle gas. When waiting for friends or family, shut off the engine. Consolidate daily errands to eliminate unnecessary driving.
- Walk more. (Talk about helping yourself and the environment simultaneously!)
- Remove excess items from the vehicle, since less weight means better mileage. Remove that roof-top luggage carrier after vacations to reduce air drag.

The phrase "Going Green" has been in our vocabulary for many years here at Baum Boulevard Automotive. In fact, we have our own Environment Compliance Officer: Mike. He came to us from Portland, Oregon and is responsible for ensuring that we always work in an environmentally responsible way. We take steps like buying fluids in bulk which cuts

down on container waste, and whenever possible, we eliminate aerosol cans by using refillable containers that use compressed air as the propellant. We recycle tires through established recycling companies that insure they DO NOT end up in landfills. The lights in the parking lot have been changed over from halogen lights to compact fluorescents which use much less power.



We perform repair and maintenance on hybrid and alternative fuel vehicles (bio-diesel & compressed natural gas). In fact, the shop vehicle is a hybrid Chevrolet pickup truck, and from actual use, we found it consumes 20% less fuel than a comparable gas vehicle. For the last 7 years we have been selling bio-diesel which is not only better for the environment since the waste fats used were previously going to landfills, but the properties of the fuel are actually better for the longevity of your vehicle. So stop by any time to find out more. We're happy to answer any question.

Our "Community Share" Program

We want to give back to the community that has supported us over the years and have an ongoing program to help those in need in the area. In December we donated \$400 from this program to the Jubilee Association which helps feed the needy.

Here is how the program works. Every quarter we choose a particular organization that has a direct connection to the local community or our customers. For a month in that quarter we donate \$1 from every invoice in that month. The next charity is the Pancreatic Cancer Action Network in memory of our former employee Howard "Soups" Lentz and several of our customers that have lost their battle

with the disease. We are always looking for suggestions for charities to support, so let us know what is important to you.



"Perhaps a ski trip was not such a good idea"

Local Trivia Questions.

Test your knowledge of the area with the following trivia questions.

1. What can you find within 500 miles of Pittsburgh?
2. What fast food sandwich was invented here in 1967?
3. What was developed here that made cans user friendly?
4. Who was the intended receiver in the "Immaculate Reception"?
5. What dessert was invented in Latrobe, PA?
6. What amusement ride was invented by a local Pittsburgh native that was operated at the World's Fair in Chicago?
7. What local product can be found on kitchen tables worldwide?
8. What commercial media began here in 1921?
9. What are you less than 90 minutes away from by plane in Pittsburgh?
10. How much could you buy a Klondike for in 1929?

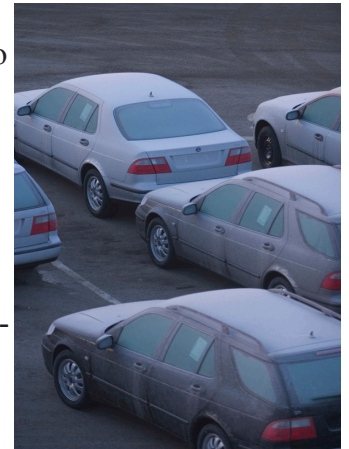
Our Way of Saying "Thank You"

We have the greatest customers! Many of you have referred your friends and family to us over the years and we want to say "Thank You" for doing so. Because of this, our business has continued to grow. To show our appreciation, we want to tell you about our referral program. Here is how it works. Just let your friend know to tell us that you referred them to us. For the next 3 months, each new person you refer that comes in and has work done, will earn you a \$10 Whole Foods gift card to show how much we appreciate your confidence in us. We look forward to assisting them with their vehicle needs. This isn't good with any other offer so take advantage of it while it lasts!



Orphaned Vehicles Welcomed Here!

The auto industry has undergone tremendous changes and we want you to know that if you have an "orphaned" model, we are here to help you keep it running. We pride ourselves in being able to help all of our customers with their vehicle needs. This includes our Saab and Saturn owners to name a few. We are confident that we can handle all your vehicle needs no matter what you drive and do not see any problem in getting parts to service these vehicles for you. Just give us a call and we will be happy to answer any questions you have.



Play the Misspelled Word Game

We have misspelled a word in this newsletter. If you are one of the first 3 to find it, stop by or give us a call and you win \$10 off your next service.

Happy Hunting!

Recipe of the Month

Chocolate Peanut Clusters

- 6 oz. of Nestle milk chocolate morsels
- 6 oz. of Nestle semi sweet morsels
- 9 squares of white bark coating (white chocolate)
- 16 oz. of dry roasted peanuts



First, put the milk chocolate morsels and semi sweet morsels in a double boiler with the white bark coating. Melt ingredients together. Stir regularly.

Once melted, place peanuts in the chocolate and mix thoroughly. Put some parchment paper on a cookie sheet. Using a teaspoon, scoop out the mixture of chocolate and peanuts and place on the parchment paper.

Let stand for a couple of hours. Once they are set, put in a container and store in a cool place. ENJOY!

Answers to Trivia Questions

1. More than half the US population.
2. The Big Mac.
3. The pull tab.
4. Frenchy Fuqua.
5. Banana Split.
6. The Ferris Wheel.
7. Heinz Ketchup.
8. Commercial radio station.
9. An airport that can take you where you really want to go.
10. 5 cents.

Valentine Special

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- Check Heater & Cooling System
- Check Belts & Hoses
- 47 Point Vehicle Check-Over
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Important tips Inside!

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