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KEYNOTES



DECEMBER 2008

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COLD WEATHER AFFECTS TIRES

On average your tires can lose one pound of pressure with every temperature drop of five degrees Celsius.

It is very important to check your tires regularly. A tire that is under-inflated by four pounds is enough to change your tire's performance. A blowout may even occur if your tire is improperly inflated and may result in a dangerous situation.

It can be hard to determine if your tire is low by just looking at it. Always have a tire gauge in your vehicle. Check your tires when they are cool and before you start to drive. This will give your tires a more accurate reading.

Always fill your tires to the recommended PSI which can be found either in your owners manual or on the tire itself. Never have tires that are mixed and matched on your vehicle. Tires can be made up of different size or construction which will affect your vehicles driving performance and capabilities.

Information found on MPI website.



Underinflated at 20 psi Cold

Correctly Inflated at 29 psi Cold

BE AWARE

Keystone Ford wants to let our network of Keystone Family members be aware of a scam currently promoting extended warranty to consumers.

What tends to happen is the people behind the scam will call cell phones or numbers on the do not call list. The people that are part of these scams try to trick you into believing that they are from the automotive manufacturer. They will also try to tell you that your expiry on your warranty is going to expire immediately and you need to purchase the extended warranty immediately.

Keystone Ford does offer extended warranty through our dealership. Keystone Ford will not call you in regards to an Extended Warranty without sending a letter to your address first. If you are concerned and want to verify the phone call is indeed legitimate from Keystone Ford, please contact us immediately at (204) 661-9555.

The following statistics is from Phone busters, The Canadian Anti-fraud Call Centre:

From January 1st, 2008 to October 31st, 2008 the total number of Canadian victims from scams reported was 4,860. The dollars loss from the victims was a total of \$18,826,388.76. Remember if it is too good to be true, investigate first before you become a victim.

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FROM THE EDITOR

FAMOUS QUOTES

A true friend never gets in your way unless you happen to be going down.

Arnold H. Glasgow

Obstacles are those frightful things you see when you take your eyes off the goal.

Henry Ford

MORE THAN JUST FLUID TOP UP!

Engine maintenance is a very important part of extending the life of one's vehicle. It is great if you routinely have your fluids checked or serviced according to your owners manual.

However it is equally important to check your owners manual for those components that work with your engine. Such as:

Belts: Depending on the year of your vehicle, some use a serpentine belt system. The downside to a spring loaded tensioner which automatically adjusts the single belt, is it could disable vehicle accessories because of one broken belt. This is why you should be checking your belts for any frays or missing ribs.

Timing Belt: If your vehicle does have a timing belt (not a Timing Chain), be sure to change the timing belt at the recommended intervals.

Fuel Filter: Ensure your fuel filter is clean and look at your owners manual to see how often the fuel filter requires changing.

Cap And Rotor: If applicable, distributor caps and rotors can become affected from carbon deposits and oxidation. This will diminish the vehicles spark strength and timing. Inspect this from time to time or have a mechanic check it out when you are in for your next appointment.

Plugs (And Wires): If applicable, you should first ensure that your plug wires do not have any external cracks. If so replace immediately. A good way to check for faulty wires is to have your engine running and the hood up when it is dark. This will show any visible sparks that may be occurring. If you have to replace your distributor cap, check your plug wires as well.



Hoses: Check your radiator hoses on a regular basis. Best thing to do is look for chafed areas and softness. This is a good indication you may have corrosion in the interior of the hose.





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GRILLED STEAK WRAPS

Ingredients:

- 2 tbsp (25 ml) balsamic vinegar
- 1tbsp (15 ml) Dijon mustard
- 1tbsp (15 ml) extra-virgin olive oil
- 2 cloves garlic, minced
- 1/4 tsp (1 ml) each salt and pepper
- 1 lb (500g) marinated steak (flank) or sirloin grilling steak
- 1 avocado, peeled, pitted and chopped
- 4 cups (1 litre) chopped lettuce
- Tomato corn salsa or salsa of choice
- 8 large whole wheat tortillas



In a shallow container, whisk oil, vinegar, garlic, mustard, salt and pepper. Add steak turning to coat. Let stand for 10 minutes. Place steak in a grill pan over medium heat—brush with marinade. Grill for approximately 10 minutes turning once until brown and still pink inside. Place on cutting board and tent with foil, let stand for 5 minutes before slicing thinly across the grain. Wrap beef, avocado, lettuce and salsa in tortillas. Serve and enjoy — makes 4 servings.

FRIENDS REFER FRIENDS

Did you know that Keystone Ford will pay you a referral fee. How does this work you ask?

If you know someone that is looking for a vehicle and has never been to Keystone Ford before. Contact a Keystone Ford sales person and provide your referrals contact information to him or her. Please get permission to pass on the information from your referral first.

If the referral does purchase a vehicle from Keystone Ford and the vehicle is delivered then you will receive your referral fee from Keystone Ford. Some conditions may apply, speak to your sales person to get complete details.



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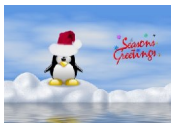
HAPPY HOLIDAYS

FROM THE EDITOR

HAPPY HOLIDAYS

Happy Holidays to you and your family from the staff at Keystone Ford!

Have a safe and enjoyable Holiday Season!



FROM THE EDITOR

To our valuable Keystone Ford family members. We have received some important feedback with respect to our Keynotes Newsletter to insert a coupon in our December Issue. We have responded by providing a coupon in this December Keynotes Newsletter for a carwash/detail discount. This special offer is only offered to members receiving our Keynotes Newsletter. In order to receive this limited time offer, please call our appointment coordinator at 661-9555 extension 254. We are happy to discuss the different options available and assist you with the carwash or detail package that meets your needs. Please cut out coupon below and bring in at time of purchase (appointment date).

KEYSTONE FORD SALES LTD. CAR CARE



10% OFF CARWASH OR DETAILING PACKAGE

Coupon valid only at Keystone Ford
 Must present coupon at time of purchase
 Call our appointment coordinator to book your appointment today!
 Offer valid until February 28th, 2009

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