

GRAEVES
AUTO & TIRE
Family owned and operated
serving Montgomery County
since 1952...

the Shop Rag

A monthly publication filled with industry news, maintenance and safety tips, upcoming events, special coupons, and more!



Looking Ahead in 2024...

What kind of trends can we expect to see in the automotive industry for 2024? Your guess is as good as any, but here are few shared projections from industry experts.

Electric Vehicles

Sales are expected to grow, but at a much slower pace both in the US and internationally. Estimates range from 25-30% of the growth experienced in 2023. Expect lowered pricing and new marketing strategies from all the players. China will continue to dominate the EV market with around 60% of EV sales worldwide.



On-Line Sales

Purchasing vehicles through online markets will continue to grow expecting to reach 7M vehicles sold in 2024. New generation buyers are a large contributor to this trend, and it is expected to continue to grow.



Used Cars

This global market is experiencing continued growth with an increase to the number of businesses focused on this market. Expect this business to evolve with major innovations in marketing strategies, selection tools, and delivery options.

Artificial Intelligence

It is inevitable that AI will continue to affect the automotive industry. AI will affect not only the end product, but the entire life cycle of the automotive industry from engineering/design to manufacturing to personalization to operating and maintaining vehicles.

Enhancement to navigation, predictive maintenance, safety, and overall quality are just a few areas where AI is expected to offer great value to buyers.



Graeves Auto & Tire
is a AAA approved auto repair center.
For more information, please visit:
www.graevesauto.com



Car Safety Tip of the Month!

Wipers & Wiper Fluid!

Not a bad time to check those windshield wipers –

BEFORE you really need them... The roads can also be a mess this time of year and you have probably been using quite a bit of your windshield washer fluid. Don't forget to check and refill it BEFORE you run out!





What Do Cars Weigh?

Cars: (Size – Average Weight – Examples)

Subcompact – 2,510 lbs - Kia Rio

Compact – 3,000 lbs - Honda Civic

Mid-Size – 3,300 lbs - Honda Accord

Full-Size – 3,800 lbs - Chrysler 300

SUVs:

Subcompact – 3,100 lbs - Kia Soul

Compact – 3,400 lbs - Mazda CX-5

Mid-Size – 4,200 lbs - GMC Acadia

Full-Size – 5,650 lbs - Chevy Suburban

Trucks:

Mid-Size – 4,100 lbs - Ridgeline, Canyon

Full-Size – 5,650 lbs - F150, 1500,...

Heavy Duty – 7,000 lbs - F250, 2500,...



Don't forget Valentine's Day!

Wednesday, Feb 14th

Did You Know?

The average person falls asleep in 7 minutes.

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An ostrich's eye is bigger than its brain.

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The smallest bones in the human body are found in your ear.

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Honey is the only natural food which never spoils.

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The fortune cookie was invented in San Francisco.

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Lightning strikes the Earth 6,000 times every minute.

See page 3 for this month's special deal!

February

Just For Your Special Valentine!



Treat your valentine to great deals at Graeves Auto & Tire!



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COUPON

Print and bring this coupon with you to
Graeves Auto & Tire at the time of purchase
and receive a free tire and brake inspection, along with a
free tire rotation with a service or purchase of \$150 or
more.

(This coupon may not be used in conjunction with
any other promotions or coupons.)

Coupon expires: February 29, 2024

COUPON