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the Shop Rag

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



Pollen is in the Air...

Warm weather is a welcoming sight to most people, but some dread what it brings with it. Pollen is fresh in the air and it not only affects those with allergies, it sticks to just about anything it can including your car. Most people don't think about how much pollen can actually cause detrimental harm to your car's paint.

How Does Pollen Damage Car Paint?

A single grain of pollen can cause damage to your car's paint job. Pollen has a high acidity that erodes paint. When a grain of pollen manages to land in one of the tiny pores of your car's paint it begins to wear it down. This can lead to staining and early oxidation of the paint. Older cars will most likely have experienced some form of paint fading from pollen and the sun.



Prevention

The best way to prevent pollen damage on your car is to keep it clean. You want to wash away

the pollen with soapy water especially during heavy pollen seasons. Using just water rinse downs may appear to work, but you need to use soap. Water alone actually activates the acidic spores in pollen that damage your vehicle's paint. Soap helps to prevent that and will ensure that the pollen is washed off of your vehicle.

Waxing can be another great preventive measure. Wax acts as a slippery barrier and makes it difficult for pollen to cling to your car's paint and slip into your car's paint pores.



If available to you, keeping your car parked in a garage during peak pollen months, can also protect your car from pollen and sun damage. While it won't be a 100% solution, it will greatly reduce the amount of pollen collecting on your car from day to day.



Graeves Auto & Tire

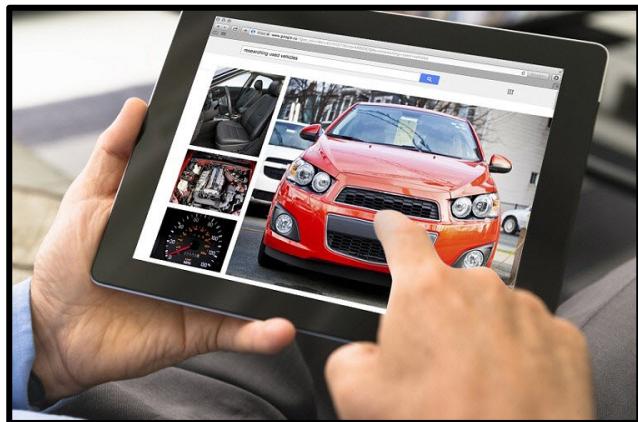
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On-Line Auto Sales...

Are on-line auto sales becoming the



new normal?

As with most businesses, the auto sales industry is also taking a hard hit and looking for ways to survive in the new world of virus related lock-downs...

Dealers are experiencing much more traffic to their Internet sales portals which are showing that consumers are spending much more time at these websites. Car buyers are becoming more comfortable buying automobiles through these portals and engaging more and more in actual sales transactions on-line. Buyers are discovering all the benefits of buying on-line with all the comparison and pricing data at your fingertips, car performance and safety ratings, and the lack of face to face pressures of negotiating a final deal. Some dealers are even finding ways to deliver cars to prospective buyers for test drives.

Is this the new normal going forward? Probably not right away, but give it some time. When was the last time you went to a record store to buy music or a video store to rent a movie?

Agreed - you will never be able to download a car, but like a pizza – it can be delivered...



See page 3 for this month's special deal!



Car Safety Tip of the Month!

Summer Car Care Check list!

Before hitting the road this summer, you can take

several simple precautions to keep your car operating properly and your family safe. Extreme heat and long drives can be tough on cars - leading to cracked hoses, leaky radiators, dirty filters, and worn tires with the wrong tire pressure. Make sure you check all your car's fluids and component wear to ensure a safe and breakdown-free summer!

Did You Know?

Your tongue is the fastest healing part of your body.

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The first product to have a barcode was Wrigley's gum.

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The human body contains almost 60,000 miles of blood vessels.

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The first James Bond movie was called 'Dr. No'.

JUNE How Fast Can You STOP?



**Free Brake
Inspection &
10% Off Brake
Service!
at Graeves Auto & Tire!**

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COUPON

Print and bring this coupon with you to
Graeves Auto & Tire at the time of service
and receive a free brake inspection and **10% off any
required brake service** (labor only).

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

Coupon expires: June 30, 2020

COUPON