



Weekly Car Dealers Newsletter

March 9, 2009

This information that follows is taken from sources including *The Carconnection*, *Autoweek*, and other industry sources. For more information please call our Edmonton office.

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WATER DISPLACEMENT #40.

The product began from a search for a rust preventative solvent and degreaser to protect missile parts. WD-40 was created in 1953 by three technicians at the San Diego Rocket Chemical Company. Its name comes from the project that was to find a 'water displacement' compound. They were successful with the fortieth formulation, thus WD-40. The Corvair Company bought it in bulk to protect their atlas missile parts.

Ken East (one of the original founders) says there is nothing in WD-40 that would hurt you... 'IT IS MADE FROM FISH OIL' When you read the 'shower door' part, try it. It's the first thing that has ever cleaned that spotty shower door. If yours is plastic, it works just as well as glass. It is a miracle! Then try it on your stovetop... It is now shinier than it has ever been before.

- 1) Protects silver from tarnishing.
- 2) Removes road tar and grime from cars.
- 3) Cleans and lubricates guitar strings.
- 4) Gives floors that "just-waxed" sheen without making it slippery.
- 5) Keeps flies off cows.
- 6) Restores and cleans chalkboards.
- 7) Removes lipstick stains
- 8) Loosens stubborn zippers.
- 9) Untangles jewellery chains.
- 10) Removes stains from stainless steel sinks.
- 11) Removes dirt and grime from the barbecue grill.
- 12) Keeps ceramic/terra cotta garden pots from oxidizing.
- 13) Removes tomato stains from clothing.

- 14) Keeps glass shower doors free of waterspots.
- 15) Camouflages scratches in ceramic and marble floors.
- 16) Keeps scissors working smoothly.
- 17) Lubricates noisy door hinges on vehicles and doors in homes
- 18) It removes black scuff marks from the kitchen floor! Open some windows if you have a lot of marks.
- 19) Bug guts will eat away the finish on your car. Removed quickly, with WD-40!
- 20) Gives a children's play gym slide a shine for a super fast slide.
- 21) Lubricates gear shift on lawn mowers.
- 22) Rids kids rocking chairs and swings of squeaky noises.
- 23) Lubricates tracks in sticking home windows and makes them easier to open.
- 24) Spraying an umbrella stem makes it easier to open and close.
- 25) Restores and cleans padded leather dashboards in vehicles, as well as vinyl bumpers.
- 26) Restores and cleans roof racks on vehicles.
- 27) Lubricates and stops squeaks in electric fans.
- 28) Lubricates wheel sprockets on tricycles, wagons, and bicycles for easy handling.
- 29) Lubricates fan belts on washers and dryers and keeps them running smoothly.
- 30) Keeps rust from forming on saws and saw blades, and other tools.
- 31) Removes splattered grease on stove.
- 32) Keeps bathroom mirror from fogging.
- 33) Lubricates prosthetic limbs.
- 34) Keeps pigeons off the balcony (they hate the smell).
- 35) Removes all traces of duct tape.
- 36) Folks even spray it on their arms, hands, and knees to relieve arthritis pain .
- 37) Florida 's favourite use: 'Cleans and removes love bugs from grills and bumpers.'
- 38) Protects the Statue of Liberty from the elements.
- 39) WD-40 attracts fish. Spray a LITTLE on live bait or lures and you will be catching the big one in no time.
- 40) Fire ant bites. It takes the sting away immediately and stops the itch.
- 41) WD-40 is great for removing crayon from walls. Spray on the mark and wipe with a clean rag.
- 42) If you've washed and dried a tube of lipstick with a load of laundry, saturate the lipstick spots with WD-40 and re-wash. Presto! Lipstick is gone!
- 43) If you spray WD-40 on the distributor cap, it will displace the moisture and allow the car to start. - *Source: From one of our Dealer clients, is it in your Shop?*

TOYOTA TALKING WITH JAPAN GOVERNMENT ABOUT LOAN

Toyota's financing unit is in talks with a Japanese government-backed bank on possible lending, the automaker said Tuesday, underlining the serious woes facing the car industry amid plunging global sales. Toyota Motor Corp. said no details had been decided. Kyodo News and NHK TV reported earlier in the day, without identifying sources, that Toyota's auto loan unit, Toyota Financial Services, had asked for a 200 billion yen (\$2 billion) government loan. A spokesman for Toyota Financial Services said the talks with the Japan Bank for International Cooperation were among the various ways being studied to gain funding. The lender does 70 percent of its business in the U.S., where sales have been plunging and credit tightening. Toyota, which

makes the Camry sedan and the Prius hybrid, had been growing solidly before the U.S. financial crisis hit last year. But now it is expecting a 350 billion yen (\$3.5 billion) loss for the fiscal year through March, as plunging global demand and a strengthening yen batter earnings.- Source: [The Associated Press](#)

CHRYSLER PRESIDENT SAYS U.S. MARKET SHARE ROSE IN FEBRUARY

Chrysler LLC President Jim Press said [today] that the struggling U.S. auto maker gained share in the U.S. retail market in February. Mr. Press, speaking to reporters at the Geneva auto show, said Chrysler has been able to pass savings along to customers thanks to significant cost cuts that have been implemented in recent months. He also said dealers are working hard to sell models and that is "helping us see a ray of light." He said the U.S. retail market "appears" to have stabilized in the range of 8.5 million vehicles annually. That number doesn't include sales to fleet customers, such as government fleets and rental-car firms. Mr. Press said the market hasn't necessarily bottomed out, but the current environment suggests stability rather than further declines. - Source: [The Wall Street Journal](#)

GERMAN AUTO SALES LEAP WITH PAYMENT FOR SCRAPPING OLD CARS

BERLIN — Auto sales in Germany last month boomed to their highest level in 10 years, spurred by the German government's bonus to people who scrap older cars and buy new ones, an industry group said Tuesday. Germany's government discounts for new-car buyers is Europe's most generous — 2,500 euros, or \$3,134 at Tuesday's exchange rate. A buyer has to trade in a car at least 9 years old and agree to let it be scrapped. Other European countries offer similar discounts, but those range as low as 1,500 euros. The program not only whips up auto sales, it boosts tax revenue. And because it scraps an older car for every new one, it tends to boost fuel economy and cut tailpipe emissions. The U.S. has balked at direct-to-buyer programs. It limits new-car purchase incentives to a tax deduction for the amount of sales tax on the new-car purchase — a benefit worth only a few hundred dollars, at best. - Source: [The Associated Press](#)

VEHICLE SALES EXPECTED TO REBOUND, BUT EXPERTS AREN'T SURE HOW MUCH

The nation's economy and the automotive industry are so volatile that automakers and consulting companies are having a difficult time predicting what sales of cars and trucks will be like in March, let alone next year. There is broad consensus that it will take until the second half of 2009 for a mild sales recovery to begin and that it will take until 2010 before car and truck sales recover to a point that automakers have at least a shot at making a profit. But there isn't certainty about how big a rebound might be coming, complicating the industry's attempts to plan ahead. "We are expecting a recovery" in 2010, said Anthony Pratt, an automotive analyst for Autofacts, the automotive research arm of PricewaterhouseCoopers. "Because there are so many people sitting on the sideline ... demand is building," he said."It all depends on what

happens in the next few weeks," Pratt said. "The ball is essentially in the government's court." -
Source: [Detroit Free Press](#)

1971 PLYMOUTH BARRACUDA FOUND WITH FAKE ELVIS TITLE

Elvis had a burnin' love for cars--but a 1971 Plymouth Barracuda headed for a Texas auction isn't his. Organizers thought it was a nice hunk of Mopar muscle bought by the King himself for a female friend. It even had a title with a matching VIN listing one Elvis Aaron Presley as the owner. But upon closer inspection, the auctioneers say they determined that the title is fake--because it has eight digits instead of nine. Suspicious minds prevailed.



It's not known where the fraudulent document originated, but the original story is that it was discovered between the carpet and the floor by a mechanic. Auction organizers would not release the name of the current owner of the car.

"We had done everything we could on our end. . . . We definitely don't want to mislead anyone," said Jennifer Tetley, a spokeswoman for the Dan Kruse-Leake Collector Car Show & Auction. Now the car will simply be sold as a '71 'Cuda--which for enthusiasts is still a nice pickup. The auction is scheduled for March 21 at the Alamodome in San Antonio.

Also expected to cross the block: the General Lee. This 1969 Dodge Charger is from the personal collection of John Schneider--better known as Bo Duke. This car is one of four used in the *Behind the Scenes with Bo* DVD, and it has been used for charities and photo shoots. Bo, err, Schneider, is willing to talk with or e-mail any serious buyer. A 1936 Lincoln V12 K Model Boat Tail Speedster custom built by Howard Hughes for use as his personal limo also is for sale.

And in keeping with the star-studded theme, Kruse-Leake sold Toby Keith's 1930 Lincoln Model L last month for \$89,640 at an auction in Oklahoma City. Total sales for that auction were nearly \$3.3 million. – Source: [Autoweek.com](#)
