



Mercedes-Benz

# ALO KAVANAGH CARS



## NEWSLETTER

Edition No. 1 - November 2008

### Welcome

In late 1983, Alo opened the door to his new business venture, a small retail outlet in the Stillorgan industrial Park, selling a number of new and used cars. At the time it caused a few raised eyebrows from other well established motor dealers regarding the location. Shortly after opening, Alo was approached by many car distributors enticing him to represent their brand, finally accepting an offer from Mercedes-Benz. Over the next two decades the local area has been transformed from an industrial estate of warehouses to a thriving business park and affluent residential community with many other motor dealers re-locating to the area following Alo's example. As a business, Alo Kavanagh Cars has also developed at the same rate to our locality building state of the art sales and after-sales facilities to the very highest of standard. We are able to cater for all your Mercedes-Benz needs from the purchase of your new Mercedes-Benz all the way to replacing light bulbs.

As a valued and loyal customer we have designed this newsletter to remind you of the range of services we provide, or even introduce you to services you may not have known about. We look forward to seeing you soon.

Best wishes,

Alo

### New Car News

The brightest "Star" in the Mercedes-Benz range at the moment is the New C-Class. This mid-size model features all of the technological innovations that MB can offer.

It's blend of safety, economy, reliability & superb dynamics make it a firm favourite worldwide and our own

market is no different with very high levels of orders for this model.

The C-Class is also complimented by a range of quality and prestige models beginning with the A Class & B Class Family cars which now feature Air Conditioning as standard. The ever successful and popular E Class (soon

featuring a Coupe Version) through the Stylish CLS Coupe, the commercial and passenger 4x4 range of ML and GL vehicles, to the spectacular range topping S & CL Class.

Our Diesel & Petrol engines offer economy & performance along with low Co2 emissions for cleaner motoring.



1980's



Present Day

### Star Select Used Cars

Without a doubt the arrival of the Star Select Used Car Programme to our forecourt, has been the best news for our Used Car clients in many a long year.

The Star Select used car represents the highest level of preparation and customer protection for you the buyer.

This Mercedes-Benz approved brand means that when you buy one of our Approved cars you get "Peace of Mind" with the following package.

- Multi point check over 100 items mechanical items checked by our technicians prior to service.
- Comprehensive Pre-Sale service.
- 12 Months/50000Km Warranty.
- SIMI/HPI Vehicle History Check.
- 12 Months Mobilo Road Roadside Assistance.
- 30 Day Exchange Plan.



# History - Mercedes-Benz 100 years ago

## July 7, 1908: Mercedes wins the French Grand Prix

· Benz takes second & third place · The poor roads gave all teams a hard time

Stuttgart/Dieppe. Mercedes in first, Benz in second and third place – the two German companies had the winners' rostrum all to themselves at the 1908 French Grand Prix. It was little comfort to the French Grand Prix organizers that one domestic Bayard-Clément ended up fourth – the reason for organizing the Grand Prix had been to demonstrate the dominance of the French automobile industry. For Benz it was a Grand Prix premiere. It was particularly gratifying for Benz that it was the only brand to have all three entrants reach the finish line. For this it received the regularity prize.

The "Grand Prix" category was still young – just two years earlier, in 1906, France hosted the first race in the elite class of motor racing.

Although other events with international participation also took place that year, the Grand Prix was regarded as the direct continuation of the Gordon Bennett Trophy races which had been held since the turn of the century. The racing formula determined the key features of the cars: curb weight including fuel, lubricants, cooling media at least 1100 kilograms, maximum cylinder bore 155 millimeters, weight of driver and co-driver together at least 120 kilograms – and only they were allowed to make repairs to the vehicle. Benz & Cie. and Daimler-Motoren-Gesellschaft (DMG) were competing companies back then and did not merge until 1926. Racing was a proven method of demonstrating the quality and performance of the products. The maxim, "Win

on Sunday, sell on Monday," applied much more then that it does today, because the automobile had not yet become a part of everyday life. Many customers were not committed to a single make, and countless manufacturers populated the market. Since the invention of the automobile by the two, independently of each other, in 1886, both Benz and Daimler had long since established themselves in the upper market segment – the products from Mannheim and Stuttgart had a reputation for extremely high quality and, engineering wise, were regarded as absolute leaders. The two companies underscored this supremacy again and again in car races, against each other and against other makes.

Daimler Communications,  
70546 Stuttgart/Germany



## Sales

Our sales team led by Derek Kelly, with Gavan Greenan and indeed Alo himself, use their vast experience with Mercedes-Benz to help satisfy customers for their every motoring need. It is testament to our well renowned team that an overwhelming majority of clients come back again and again, building friendships along the way.

*If you have **Any Queries,**  
please don't hesitate to drop  
by for some **Friendly Advice**  
or just **Give Us A Call**  
**01-2954555.***

## Finance

We understand that like our customers, each and every finance deal is original. Whether you are a private individual purchasing a family car or a business financing a fleet, you will find that we have the specialist knowledge to tailor the right deal for you.

In partnership with many of Ireland's leading banks and finance companies (e.g. AIB, GE Money, Bank of Scotland, Lombard), we offer a wide range of finance products from our on-site finance department. With the benefits of competitive rates, fast decisions and a hassle-free process, why not contact one of our sales team - they will be happy to help you.

All information supplied will be treated in the strictest of confidence.



## After Sales

### 'FREE Winter Check'

Would you like peace of mind that your Mercedes-Benz is in shape for the hard winter ahead? Just call our Service Department to book in for your Free Winter Technical check, our technicians will inspect the following for you:

- Tyres (including spare)
- Engine oil
- Coolant level
- Brake fluid level
- Brake pad linings
- Suspension
- Vehicle undercarriage

By appointment only / Offer open only to Mercedes-Benz cars Irish registration 03-08

Call NOW to arrange  
an appointment:  
**01 2954555**  
CONTACT  
Michelle / Robbie



## Want to improve your car's fuel efficiency and also reduce carbon footprint?

### Our top ten tips to improving your fuel economy:

1. Keeping your car well maintained - Make sure your car is serviced according to the manufacturer's recommendations. Under-serviced engines can reduce fuel economy by ten percent or more. Catalytic converters are environmentally friendly - but they need to be at the correct temperature which takes around 6-10 mins.
2. Turning your engine off - Avoid excessive idling if you're stopped for a long time.
3. Turning off air conditioning - Air conditioning uses engine power to operate.
4. Only half fill your fuel tank- Why fill the tank up to the very brim? Be a tank miser. If you do so, you may be carrying around additional fuel, which in turn means that you have more weight on board than is necessary. That extra weight will itself reduce fuel efficiency.
5. Checking your tyre pressures - Correctly inflated tyres reduce rolling resistance.
6. Sticking to the speed limit - Drive faster and you'll use more fuel. Doing 90Kmh uses 25 per cent less fuel than 120Kmh.
7. Park in the shade - Parking in a cooler spot will minimise fuel evaporation and make you less reliant on air conditioning.
8. Use cruise control where fitted - This will help you avoid unnecessary 'surging' on the motorway.
9. Reversing into parking spaces. When you start off again, the engine will be cold and at its most fuel inefficient. This will enable the vehicle to drive smoothly away without having to reverse (reversing is generally a high revving manoeuvre) when the engine is cold.
10. Remove unnecessary clutter from your car-More weight means more fuel consumption. Remove unnecessary boot luggage and avoid heavy accessories and wide tyres that add rolling resistance.



## Mercedes-Benz Mobility

Did you know that your Mercedes-Benz is covered 30 years mobility assistance? Save your hard earned money, there may be no need for that AA or RAC membership?

**Stay mobile.** The MobiloLife guarantee provided as standard with every Mercedes-Benz\* gives real peace of mind. It is valid for up to 30 years\*\*, and consists of an extensive package of rapid, reliable services which will keep you mobile if the worst happens.

These include free alternative transport by taxi, rail or even by air, as well as rapid, on-the-spot breakdown assistance. And even if repairing your vehicle takes a little longer, you are in the best of hands: for the duration of the repair, up to a maximum of five nights per vehicle occupant, we will pay for overnight accommodation where the breakdown occurred.

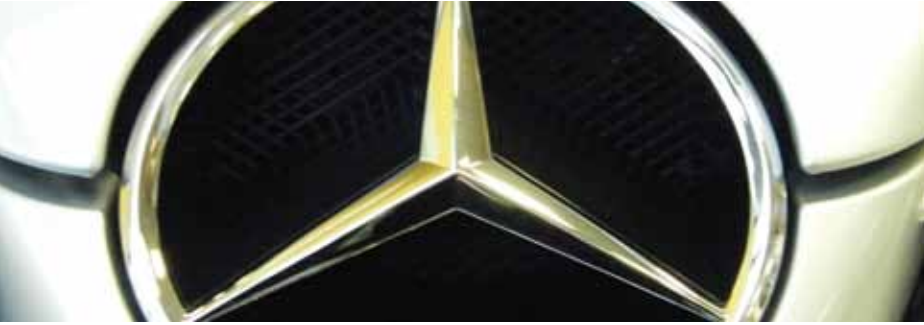
\* First registered between 24 October 1998 and 31 March 2008.  
\*\* Conditional on compliance with the MobiloLife terms applicable to your vehicle (full information available in the owners manual).

# Mercedes Benz Genuine Parts

Every single one of our genuine Mercedes-Benz parts is subject to the same exacting standards as each Mercedes-Benz vehicle that leaves our factory. The experience amassed from over a century of vehicle and parts manufacture is channelled into keeping all of the outstanding qualities of your vehicle as intact as possible: from its proverbial quality and proven standards of safety to its unfailing dependability - even hundreds of thousands of kilometres down the line. What's more, the exceptional durability and outstanding value for money offered by our genuine parts makes them No. 1 for cost effectiveness too.

Precisely defined manufacturer's specifications, comprehensive checks and extensive tests guarantee that each and every genuine Mercedes-Benz part complies with the very toughest quality standards and is always absolutely state of the art. And to ensure that our products remain truly matchless, they are protected with an unmistakable hologram packaging which is designed to safeguard your interests just as much as ours.

The sophisticated system of networking that exists between our global logistic centres is your guarantee that any genuine Mercedes-Benz part can be delivered to your dealer as fast as possible. The package prices we offer for genuine Mercedes-Benz parts also include fitting, resulting in transparent repair costs which you can calculate in advance. This enables us to ensure that your vehicle remains a true Mercedes-Benz right down to the finest detail and is soon back in action ready to whisk you reliably to your destination at any time.



## The Perfect Travel Companion!

Enjoy your morning coffee or afternoon thirst quencher in style and in safety with the Mercedes-Benz travel mug.

- Sleek design
- Mercedes-Benz logo
- Easy to use lid
- Durable



**Our Special Price  
To You €22.49**

## Ready To Go At Any Time!

### The Mercedes-Benz Battery-Charging System

- Thanks to state-of-the-art technology, the Mercedes-Benz battery charger enables maximum durability of the car battery.
- Charging with the right voltage and optimal charging current
- Capable of charging totally flat batteries
- Mercedes-Benz certified and specially adapted battery charger system
- Part number: A000 982 0121

**Only €129.95 including VAT. Genuine accessories from Mercedes-Benz**

#### Did you know?

Winter starting problems are mostly attributable to the battery being insufficiently charged. So make sure that your car battery is effectively charged with the original Mercedes-Benz Battery-Charging System.



## Alo Recommends

### The Best Motor Oil Ever To Wear the Mobil 1 Name

The number one synthetic motor oil in the world, recommended for your Mercedes-Benz. Mobil 1 continues to push the envelope, bringing you enhanced wear protection, engine cleanliness and all-temperature durability.

With the proprietary SuperSyn anti-wear system, new Mobil 1 help give your Mercedes-Benz exceptional protection against engine wear, under normal or even the most extreme use.

New Mobil 1 with SuperSyn exceeds even the toughest quality standards of both

Mercedes-Benz and the oil industry, so you can count on it to protect your engine day in and day out.

Help extend the life of your Mercedes-Benz engine. Pour in performance with new Mobil 1 with SuperSyn.



**PARTS HOTLINE: 01 299 2355 Contact Ken/David**