



WELCOME TO OUR NEW MONTHLY e-NEWSLETTER!

Our goal here is to supply our valued customers with timely information on everything from new product announcements, to savings opportunities on vehicles, repairs, parts, and service. Providing a positive and comfortable experience to our customers is our top priority. I welcome any input you may have, anytime. Email me at darci@brown5star.com, or call me at 772-2111.

Thanks for your time!
Darci Brown, Dealer

WHO OWNS CHRYSLER?

One question that gets asked quite often in our showroom is, after Chrysler's restructuring last Summer, who owns Chrysler now? I've discovered there are a variety of misconceptions out there, so I'd like to explain the matter.

First off, most people that have watched the headlines believe Fiat owns Chrysler. This is only partially true. Fiat currently holds a 20% stake in Chrysler LLC. Through the continual sharing of technology, Fiat can earn an additional 5% stake in Chrysler three separate times over the next 3 years. This would bring Fiat's stake to 35%. The additional percentages would be given to Fiat by the US and Canadian governments, whom currently own stakes in Chrysler. This was set up to ensure Fiat would act in good faith with Chrysler, and share its wealth of technology with Chrysler. Fiat is a market leader in Europe in small car technology...technology that will lead to exciting new US Chrysler offerings in the next few years.

Second, the majority owner of Chrysler is actually the UAW (United Auto Workers) Union, whom owns a 55% stake in Chrysler. In most cases, the majority owner would be able to control the company, however this is not the case with Chrysler. Because the union was forced to make significant concessions during Chrysler's time in bankruptcy, the union was given a 55% equity stake in the company. The most significant concession was transferring Chrysler's retiree health care benefits to a UAW trust fund. Through the sale of stock, the UAW's trust fund will be properly funded when Chrysler is able to become a public company once again, and issue stock.

Finally, the remaining 25% is currently owned by the US and Canadian governments. Both governments lent money to Chrysler to help fund operations as it exited bankruptcy. As the loans are paid down, and Fiat shares more technology with Chrysler, both governments will give up their stock holdings in Chrysler.

So, why is all of the above important? First, the press has continually called the restructuring of Chrysler a "bailout" in various articles. This is not accurate. Chrysler gave up ownership of itself to receive loans from 2 governments, and technology from Fiat. Through time, and support from US car buyers, all loans will be repaid with interest.

It's an exciting time to be selling Chrysler products. We already have new Ram light and heavy duty models that have earned industry accolades. We are about to receive our first shipment of the all-new 2011 Jeep Grand Cherokees. Later this Fall, the all-new Dodge Charger and Chrysler 300 will debut. And in between these great new product launches, nearly all of our current offerings will be getting revised throughout to be even more attractive and provide better value to our loyal customers.

Stay tuned...2010 will be an exciting year for Chrysler.
Jason Emmett, Sales Manager

GETTING BACK TO THE BASICS!

We have seen a trend in our Service Department in the past few weeks that has drawn some concern. We have seen some vehicles come in for routine services and have found not only are the vehicles well over due for Oil and Filter Change, we have found quite a few vehicles with very little oil left to drain out of the engine. Our recommendation for all gas engine oil and filter change intervals is every 3,000 miles. It is true that most oils today are superior in quality than in years past, however, it is also true that most engines will consume some amount of oil during normal operation. In fact, most automobile manufacturers would say that it is not uncommon for an engine to consume up to 1 quart of oil for every 1,000 miles. Now think about what that means if your engine holds 5 quarts oil and you wait 5,000 miles between oil changes. It would seem possible that there may be no oil left in your engine to drain out or even worse, the engine fails due to lack of proper lubrication.

At our Service Department we also include a courtesy 23 point vehicle inspection with every visit which includes safety items in your steering, suspension, brake, and exhaust systems, all belts and hoses, battery condition and state of charge, tire condition and pressure, plus inspection of many other critical component functions and condition. Adding this free service to your Oil and Filter change on a routine 3,000 mile interval can help maximize a long life with a safe reliable vehicle.

Give our Service Department a call at 413-772-2118 and get your vehicle ready for Summer.
Ryan Interlande, Service Manager