Simplifying the purchasing process

WINCHESTER — Buying a new car is a big deal. With so many makes and models available, the decision can quickly become overwhelming, and that's what Kerry Irven is trying to help people avoid. As an automotive consultant, he will help buyers compare different models — from the physical aspects down to the best financing rate possible.



Kerry Irven

"I was in the car business for nine years and I worked hard to build up a clientele," said Irven, who explained that his opinion and decision on makes and models come from the people that use them — not listings in magazines.

"I don't sell cars, I help people buy them," said Irven. "Human nature is to have as much as we can and spend as little as possible."

Irven is interested in making sure his clients climb into the best possible vehicle for them.

"If you ask the right number of questions, a client will answer for themselves," he said. "That's not selling, that's qualifying. The key is not to sell the car, it's to help people buy a car that suits their needs."

There are many things to consider when purchasing a vehicle. From the tangible look and feel to the pricing and financing aspects, Irven knows all the questions to ask to make sure you get the car that suits you.

Everything from gas mileage, luggage space, back seat comfort, reliability, safety standards, and service all come into play when considering a vehicle.

"There are people out there who are going to be travelling a lot and only need a two-person vehicle with lots of luggage space, then there's someone who's looking for a reliable, comfortable vehicle for a large family — their concerns are different," explained Irven. "They're worried about the passengers, as well as themselves. Leg room, head room etcetera."

Irven has connections with several dealers of all makes and models, to allow clients to peruse more than they would be able to travelling from dealership to dealership. Each dealership has a relatively low stock of vehicles, explained Irven, but through a consultant, the stock of vehicles to choose from becomes much higher. He'll meet you in your home, your office, or even in the barnyard.

"I've got the resources to understand the vehicles background," said Irven. "I've got the ability to give advice on warranties. I go to the dealer with the information given to me by the client, then they can sell you the car that suits your needs."

Irven stressed that buying a new car is a big deal.

"There's no need to rush," he said. "It's a big purchase. With so many reputable manufacturers available today, it takes a lot of time to compare them all." He explained that everyone in today's society, no matter where they work, is constantly on the go.

"How many hours a week are left for looking at cars?" he asked. "Then you have to look at options, financing rates and programs, lease rates, etcetera. There's a lot to consider."

But he maintains that his job as a consultant is still different from when he was a car salesman.

"People still call me a salesman," said Irven. "But that's not the case. It's not about the car. It's about the customer."

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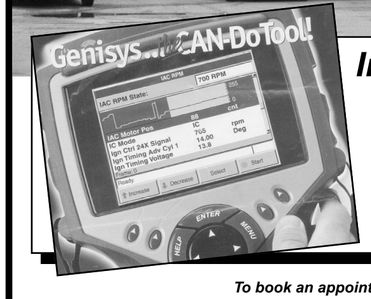

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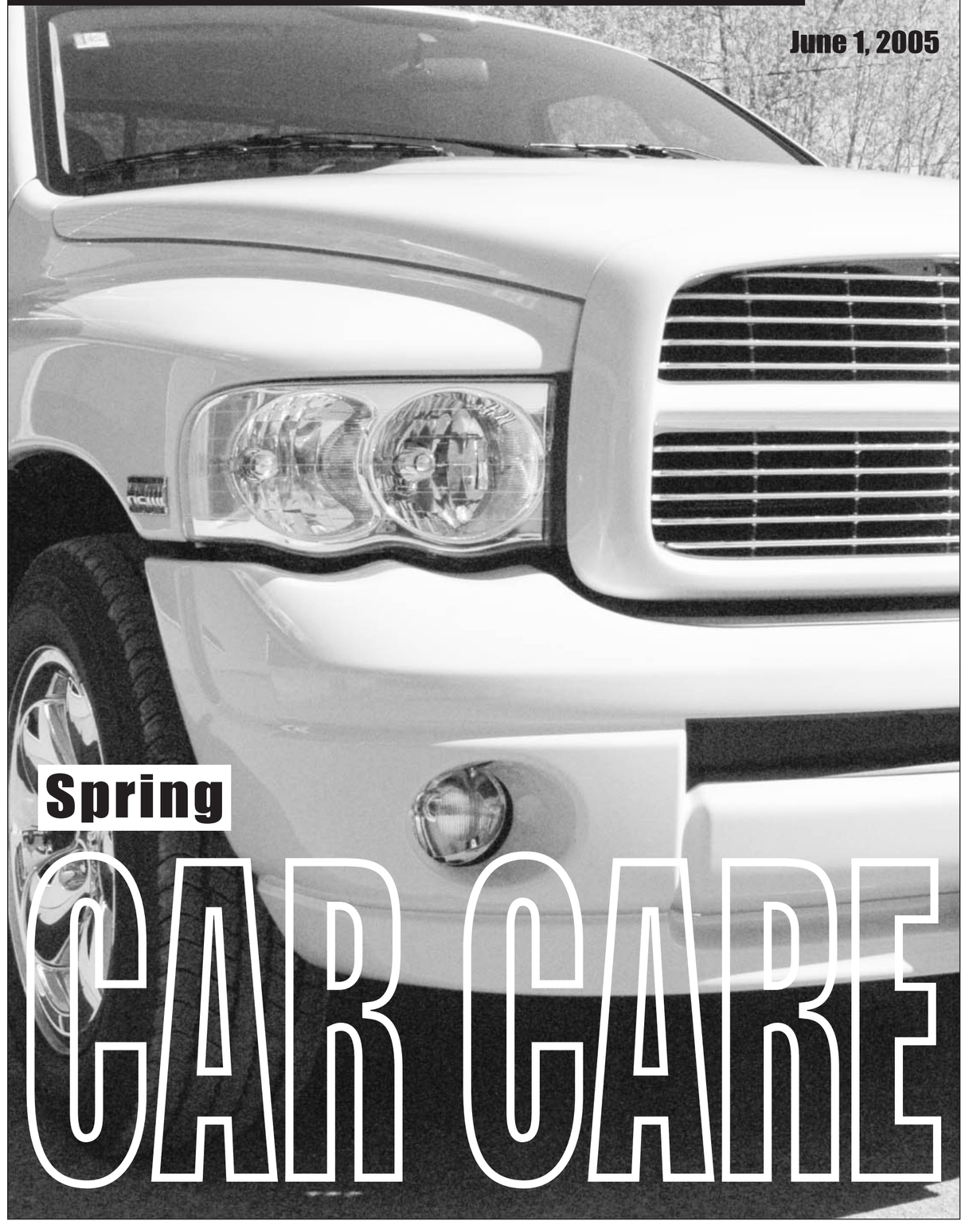

Spring CAR CARE

Upper Canada Motors moves up

MORRISBURG — Upper Canada Motors is getting a facelift. The expansion and renovation will make way for a new five-car showroom, and a new service centre, which will allow customers to drive right up to the doors.

The renovation is part of the General Motors Image 2000 program that will allow dealers to bring their buildings up-to-date, so long as they maintain the trademark General Motors tower.

Chevron Construction of Brockville is responsible for the surgery being done to the dealership, being overseen by engineer Jim Annable of Morrisburg. The work will be completed by September, and staff is working hard to maintain business throughout the construction.

Upper Canada Motors owner Paul Goupil is excited about the renovations, and said that he'll be proud of the dealership's new look.





After: *Above photo – This is what is planned for Upper Canada Motors in the near future. Chevron Construction of Brockville began work on the building at the beginning of May.*

Before: *Photo at right – Upper Canada Motors in Morrisburg is getting a facelift. Renovations are under way, with construction to be completed by September. Press Photo — Slack*

Sign of spring

Mechanic Larry Mott of Rob's Automobile Services Inc. in Vernon changes a set of winter tires for summer ones. Rob's offers full service, above and beyond tire changes. For more information, call Rob at 821-5050. Press Photo — Slack



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It's in the details

BGM Automotive in Metcalfe now offers auto detailing. From a basic car wash to complete interior and exterior shampooing, BGM can help make your vehicle look brand new. For more information, call Brian at 821-3345.

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Blanchards provide convenient one-stop automotive service

WINCHESTER — Need new tires for your car? Need those tires installed and the car washed and waxed?

You can take care of many of your car care needs with one stop at Winchester Service Centre.

The Blanchard family, Ron, wife Gaetane and son Rod, can fill your vehicle with fuel — gas or diesel — at their Francis Fuels gas bar and handle all of your tire needs, right down to new rubber for your lawn tractor.

Banking on his five years of experience in the tire business Ron decided two years ago to add tire sales and repairs to his operation, which is located at the junction of St. Lawrence Street and County Road 31 at the southern entrance to Winchester.

Ron worked in Vars at Marion Tire Centre for five years before taking over the Winchester gas bar in 1998.

"Paul (Marion) and I grew up in Marionville and he supplies my tires. We can get any size or manufacturer for our customers," said Ron.

Rod, Ron's eldest of two sons, takes care of the tire installations and repairs and also offers car detailing. For $15 he will hand wash and dry your car. For $45 a wash and wax job is available. Detailing inside along with a wash and dry is $40. A complete car cleaning (detail inside, shampoo and exterior wax) is priced at $100.

Along with automotive needs, the Blanchards offer U-Haul Rentals, The Beer Store bottle drop off, a wide selection of products in their convenience store and now that the weather has warmed up, golden french fries at GR's Chip Wagon.



Making tracks

A father-son team will take care of your tire needs at Winchester Service Centre, Tires Sales and Repairs. Rod (left) and his father, Ron Blanchard can supply customers with any type of tire from any popular manufacturer. The Blanchards provide repair and balancing services.
Press Photo — Van Bridger

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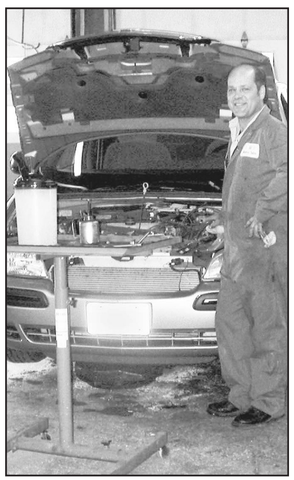

Quality care

LMS Motor Sales in Williamsburg has quality new and used cars on the lot, ready to be sold. As well, the company offers full service on all makes and models. Mechanic Mike Baldwin from LMS Motor Sales works on the Park Lane Seniors' 2003 Chevrolet Venture. For more information, call Bill at 535-2298.
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On our cover

Sweeet!!! This 2005 short box Dodge Ram is indeed a sweet ride. The solar yellow, five-speed automatic hauler is powered by the famous Chrysler Hemi "magnum" and rides on 20x9.0 aluminum chrome clad wheels. The high-powered MOPAR also sports the special "Rumble Bee" decal package. It is on display at Boyd Chrysler Jeep Dodge and is listed at $34,625. *Press Photos — Van Bridger*

Garage changes hands

by Amanda Smith-Millar
Press Staff

REIDS MILLS — C&M Garage, the business that has long-served motorists needing maintenance and repairs, has just received a makeover — specifically, a new pair of owners and a new name.

Now called Berends Automotive, the garage located south of Osgoode on County Rd. 25 has been bought by Jason Berends and his fiancée, Robin White.

Berends has been working at the shop for seven years, the last two of which were part-time. He recently completed an apprenticeship at Algonquin College.

The couple plan to get married in August. They have already moved into the small house beside Berends Automotive.

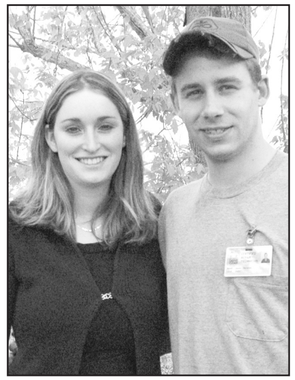
"I always wanted to be a mechanic and own my own business," said Berends.

The couple recently bought the business from Berends' uncle, Carl Berends. The younger Berends said Carl plans to stick around.

"He's going to stay part-time," the new entrepreneur said. "He just wanted to slow down, and I was ready to take over," he adds with a laugh.

Berends said he feels fortunate that the garage sees a constant stream of business. Traffic on County Rd. 25 combined with word-of-mouth advertising keeps the shop hopping. Not only do local customers drop by, said Berends, but people drive out from Ottawa as well.

As for a specialty? Berends said his business doesn't have one. They do everything from emission tests to repairs and maintenance. They said they work not only on cars but on lawn equipment, tractors, and motor homes.



New ownership

Jason Berends and his fiancée Robin White are the new co-owners of Berends Automotive, previously called C&M Garage. The couple recently bought the business from Berends' uncle, Carl Berends.
Press Photo — Smith-Millar

"We specialize in everything, I guess you could say," said Berends.

Berends said the company is just gearing up for the busy season. Most people come in from April to Christmas.

"I think people are paying for bills at Christmas time," said Berends, who guessed other expenses take priority in the early winter before doing maintenance work on the cars.

Do they have any plans for expansion?

"If we stay really busy like this, we might," said Berends. "You always want to change a few things to make it your own."

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Krown: Winning the rust battle

WINCHESTER — To protect your car from rusting, Krown it!

Krown isn't just a lubricant, it's a system. And it's a top system proven to be effective with preventing rust.

Dave Johansen is a part-time employee of Woody's Krown Rust Control on County Road 31 South of Winchester. He used to own the business but recently sold it this February to Gary Klein-Swormink. Johansen still works at the business.

So how exactly does the Krown system work?

Certified Krown spraying technicians coat the vehicle by spraying the body, including the hard-to-get places. "The bad areas are on the inside seams of the doors," said Johansen.

It costs $110 to $150 to get Krown Rust Proofing each year, depending on the vehicle's size.

If you spray it every year, the price won't change. No matter what you paid to rustproof your vehicle in 2005, you will pay the same price forever.

"Once you're on the system and you stay on it faithfully, the price is fixed," said Johansen.

Also, the Krown system has a warranty. "If you spray it faithfully, it's transferrable to the next owner," said Johansen. "And it's a lifetime warranty on a new car."



There is also a used car warranty program. "If the vehicle is three years or newer, we can warranty it for five years," said Klein-Swormink.

By lubricating many of the vehicle's moving parts like the emergency brake cable, far fewer repairs are needed. Plus, Krown promotes the fact that customers often save on labor charges. This is because well-lubricated nuts and bolts make a car easier to work on.

"Because of being a lubricant and a penetrant, it helps with the repair factor on the vehicle," said Johansen.

Not only does it preserve the body of the vehicle, it makes it safer as well. By protecting the vehicle's spot welds and other key areas, the structure of the body is kept stronger, and therefore, safer.

The one complaint Johansen has heard is that the product drips out of the vehicle after it is applied.

"I have to tell people it won't harm their driveway and it is environmentally friendly. And it is still working — if it doesn't drip, it doesn't work," he noted.

Johansen also pointed out that a good body on a car can help you get a better price if you resell your vehicle.



Gary Klein-Swormink drills a hole in a vehicle, preparing to spray Krown Rust Proofing inside. Klein-Swormink, owner of Krown Rust Control in Winchester, is a certified sprayer.

Press Photo — Smith-Millar

The Winchester business also sells small, consumer-sized bottles of Krown. It works not only on vehicles, but around the house, too — for example, on door locks and hinges.

Klein-Swormink and Johansen estimate they spray about 500-600 vehicles per year. And they don't only do cars — they do large trucks, lawn tractors, agricultural equipment, and other vehicles, too.

For more information, visit www.krown.com or call 774-2806.



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Updating your car's computer

WINCHESTER — If your GM car was made in 1994 or later, it has a computer. And that computer might need updating.

That updating is called a "reflash." Much like a home PC, a reflash sends computer messages to update or correct problems with a car's computer.

"GM manufacturers — like all manufacturers — research their products like crazy," explained Phil VanNoppen, head technician at Winchester Autopro. And when a manufacturer learns something about their product, they need to update it by sending computer messages to the dealer.

Usually to do an update, a GM car has to be taken to the dealer. For some local residents, that may mean a trip to Ottawa. If the problem with the car's computer has stopped it from working, then it might require towing.

However, Winchester Autopro, located on Highway 43, can now do a reflash for GM vehicles. They've bought the equipment and can now save customers trips to Ottawa.

To reflash, the mechanics hook up the car to the computer, search for updates, and apply them. A reflash costs $94.95.

When does a car need a reflash? Sometimes, when something electrical goes wrong in a car, you can't just fix it with a wrench.

VanNoppen recalled a time when a person tried to jumpstart their car but put the cables on backwards.

The resulting problem was electrical, not physical, and a reflash was able to correct the problem.

However, VanNoppen said some motorists just want to have their vehicle running up-to-date.

"Some people just want to make sure their car is running the best that it can," he said.

"It's all dealing with engine performance," said VanNoppen.

Right now, VanNoppen says Winchester Autopro is doing about one update per week.

"It's a pretty quick process, half an hour, and you're done," he said.





Reflash

Phil VanNoppen of Winchester Autopro prepares to reflash a GM car. Usually, cars needing reflash updates must be taken to the dealer, however, Winchester Autopro now has the equipment necessary to reflash the car at its garage.

Press Photo — Smith-Millar

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