

THE BUZZ

BRIDWELL
Automotive Center

A QUARTERLY NEWSLETTER - Q1 2016



BRIDWELL AUTOMOTIVE CENTER

7171 E. Lincoln Drive • Scottsdale, AZ 85253
(480) 948-4781 • www.bridwellautocenter.com

EMERGING AUTO TRENDS IN 2016



There's little debate, technology in the auto industry is evolving quickly. From telematics improvements to self-parking cars, it all seems a bit futuristic. Here are 5 trends you'll see in 2016 and beyond.

1. Apple CarPlay/Android Auto

This feature is designed to run instead of a car's pre-programmed manufacturer software and sync seamlessly with your phone.

2. Lighter Weight

Future car construction and design will shift to include carbon fiber reinforced plastic and aluminum.

3. Turbo Engines

Automakers are realizing that adding forced induction to smaller engines means serious get-up-and-go without guzzling gas.

4. Gesture Control

The future for drivers won't just be waving at other bad drivers. Controls for stereo, Bluetooth and more may be simple body motions.

5. Increased Automation

Google is talking about a self-driving car and Mercedes has a car that parks itself while drivers stand curbside. Now, Tesla looks to launch a car that can drive you from San Francisco to Seattle, while you sit back and enjoy the ride.

SERVICES OFFERED

- AC & Heating
- Computer Diagnostics
- Engine Repair
- Brake Repair
- Oil Changes
- Fuel Injections
- Windshield Replacement
- Emissions
- Transmission & Drivetrain
- Tune-Up
- Suspension Work
- Air Bag Systems

TIP OF THE MONTH

BEST TIME TO BUY A CAR

PRESENTED BY
FIND THE BEST CAR PRICE .COM

BEST TIME OF YEAR

SUMMER

Gas guzzling SUV's and all-wheel drive are in high demand during the winter. But demand goes down when gas prices increase in the spring and summer and the weather gets nice.

WINTER

Convertibles and sports cars are out of season and have probably been collecting dust for a few months. Lower demand means better prices, particularly on used vehicles.

AUTUMN

September and October mean it's the End of Model Year for many types of cars. Dealers want to get rid of prior year models to make room for new ones.

HOLIDAYS

The holidays mean empty dealerships and budgets spent on gifts. Dealers scramble to get rid of the prior year's inventory and salesmen want to earn year-end bonuses. Christmas Eve and New Year's Eve are amazing days to find discounts.

BEST TIME OF MONTH

First Couple Days of Month

MARCH
03



Many people know to wait to the end of the month for the best deals so salesmen can be flooded with buyers. On the other hand, the beginning of the month tends to have less traffic and idle salesmen may be willing to deal.

Last Couple Days of Month

The best deals can be found when dealerships & salesmen are trying to reach their monthly targets to get paid bonuses.



DEC THE **LAST WEEK** of December is especially good because of the double threat of the end of the month and the end of the year.

BEST TIME OF WEEK & DAY

BEST TIME of **WEEK**

is the beginning of the week. Most people shop for cars on weekends, so salesmen have a steady stream of customers. But during the week, especially **Monday** and **Tuesday**, salesmen are bored, and hungry for sales.

THE **EARLIER,**
THE **BETTER.**

BEST TIME of **DAY**

is first thing in the morning. You may benefit from working with a salesman that gets an incentive to close the first sale of the day at that dealership.

WHAT OTHERS SAY – A SAMPLE OF OUR ONLINE REVIEWS

Kirke D. 12/22/15

Status: Validated 

I've been using Bridwell for about three years now and have found them to be nothing but the best. Timely service; honest conversations; competitive prices. I've hit the trifecta with them and would gladly recommend them to anyone who asks.

Kim D. 12/22/15

Status: Validated 

This place is fantastic. I trust them, implicitly, with both of my vehicles. Better pricing and turn-around than any dealership; solid work by a knowledgeable staff- what more can you ask for?

Tom M. 12/19/15

Status: Validated 

Great service! Took 10 minutes for them to replace a broken instrument cowl.

Lori W. 12/12/15

Status: Validated 

They did an oil change on my suv quickly and were very professional. They were a little bit pricey than their competitors but I was willing to pay more and have the vehicle serviced while I waited. The other place said they would need my car until 4 pm (it was about 10:30 am when I inquired). I was very pleased with Bridwell and would recommend them.

Lisa M. 12/10/15

Status: Validated 

I recommend the guys at Bridwell. Jack is great to work with. He works with me to discuss preventive care and explains any repairs or maintenance that is needed. No pressure, just good advice. They are a Mark Salem shop too so you know they are trustworthy.

More reviews at:

www.GarageFly.com/shop/Bridwell-Automotive-Center-Scottsdale

RESOLUTION: DON'T TEXT AND DRIVE



As you begin 2016, you may have a list of resolutions. Consider making a resolution to put the phone out of your reach and mute the volume every time you drive. Eliminate the temptation to drive distracted and keep yourself safe!

CONTACT US

BRIDWELL AUTOMOTIVE CENTER

7171 E. Lincoln Drive
Scottsdale, AZ 85253

P: (480) 948-4781
E. rlbrid@cox.net

W: www.bridwellautocenter.com

Read **Local** and **Validated** Reviews

www.garagefly.com/shop/Bridwell-Automotive-Center-Scottsdale

WHO IS GARAGEFLY?



We are your online connection to find a local body or repair shop near you in 10 seconds or less. Read our **verified reviews** to make an educated decision that provides you peace of mind. You have a choice when you get your car repaired! You aren't limited to the list of shops your insurer provides. GarageFly helps you make a sound decision that works best for you. To find out about our latest promotions, please visit us online at www.GarageFly.com!

SWEET REWARD SUCCESS



Your engagement in our GarageFly holiday promotion can only be described as a tremendous success. Phoenix Rescue Mission reports overwhelming support and attention to Mission Cookies from every review and scheduled appointment.

