

EVERYTHING AUTO

FALL 2016
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LOCAL AUTO DEALERS | CAR CARE TIPS | MUCH MORE

THE AUTO DEALER REVOLUTION CONTINUES



New 2016 Ford's on the lot at the new location of Dane Gouge's Astoria schedule to open this December. Left to right: 2016 Ford F-350, 2016 Ford Super Duty, 2016 Ford Explorer and 2016 Ford Edge.

While Paul Revere may not be available to make a Revolutionary War style midnight ride to sound the cry, the refrain "the new dealership is coming, the new dealership is coming" has been echoing around Dane Gouge's Astoria Ford since it was announced in March that a new state of the art facility is going to be constructed at 1809 Ensign Lane, right across from Costco.

It has been a longer process than a single night to develop and construct the new Dane Gouge's Astoria Ford dealership. The facility, located on 6 acres of prime real estate, will allow Dane Gouge's Astoria Ford to provide the best customer experience possible in a location that will increase traffic flow 10 fold.

"It is the retail area on the North Coast," explained Gouge. "With Costco and Home Depot already there, and Walmart coming, the traffic thru the area is huge. Plus there is room to expand. It provides great convenience for the customer."

The entrance to the new Dane Gouge's Astoria Ford location is across from the proposed exit for Wal-Mart.

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The new location will include a large showroom and service center, with a separate building for auto detailing, car storage and parking on the remainder of the site. One of the biggest areas impacted will be the service side. The new dealership will feature 17 service bays, up from the current 8, and dedicated lanes just for oil changes so that wait times will be minimized.

The old location at 710 W. Marine Drive has become a challenge to maintain, and with limited space it doesn't allow the opportunity for expansion. Plus the new location means that all four major auto dealers will be in the same area.

Gouge, who bought Astoria Ford in 2003, has been working on this project since 2011 and is thrilled to see it come to fruition.

"It is very exciting to be able to own your own facility as opposed to rent," said Gouge. "We will go from having the worst auto dealership facility to the best facility."

With the new Dane Gouge's Astoria Ford location set to be completed in December, the auto dealership revolution on the North Coast continues.

AVOIDING THE HOLIDAY BREAKDOWN

Every year, as tens of millions of travelers take the road for their holiday trips and vacations, at least one million people will be stranded. But many of them would be able to avoid these problems if they started planning in the fall.

That figure is an estimation by the American Automobile Association, which is ready to deploy its assistance specialists to help with lockouts, battery replacements, jump starts, extricating vehicles from snow and towing cars for repair.

BE PREPARED

Drivers can avoid some roadside breakdowns by keeping their vehicles properly maintained. The AAA advises motorists to follow their recommended maintenance schedule and make sure their vehicle is ready for the holiday travel season.

Have a certified technician check your vehicle's fluid levels, lights, brakes, exhaust system and heater/defroster. you should continue to schedule regular services, including oil and filter changes, throughout the winter driving season at the intervals recommended by the vehicle manufacturer.

COMMON ISSUES

Every year during the holiday season, this is how AAA service calls are broken down:

- Nearly 300,000 requests for help with a dead battery.
- More than 80,000 failed batteries repaired on the spot.
- Nearly 200,000 sets of keys retrieved from inside locked vehicles.
- More than 166,000 tire changes.
- About 21,000 vehicle extrications.



BEING STRANDED

The AAA projects its roadside technicians can fix the issues of more than three out of five stranded motorists and send them on their way. The remaining two travelers will still need a tow.

Keeping you and your family safe while you're stranded is important. This means pulling your car fully onto the shoulder of the road and keeping your hazard lights flashing.

You could also benefit from having an emergency kit full of blankets, batteries, water, flashlights and other essential items to keep you safe and warm during long delays.

FALL CAR CARE CHECKLIST

We've all heard about the importance of winterizing your car. But when should you do so — and how?

October is National Fall Car Care Month and offers the perfect opportunity for you to make sure your vehicle is ready to handle the snow, sleet and freezing temperatures to come.

The following should be included in any "winterizing" package offered by your local repair shop, but you can also handle many of them yourself. Make a checklist to ensure you are covering all of your bases.

☐ **BATTERY**
It is important to test your battery and charging system. A fully charged battery in good condition means you won't be stuck with an engine that won't start.

☐ **DRIVE BELTS**
Inspect the underside of your drive belts for signs of wear. The American Automobile Association recommends replacing your belts every 60,000 miles.

☐ **ENGINE HOSES**
Check your cooling system hoses for leaks or loose clamps. You can also feel and squeeze the hoses for brittleness or sponginess.

☐ **TIRE PRESSURE**
Test your tire inflation pressure because falling temperatures in fall and winter may have lowered tire pressures.

☐ **AIR FILTER**
The AAA recommends you check your car's engine air filter by holding it up to a 60-watt light bulb. If light can be seen through much of the filter, it is still clean enough to work effectively. If the light is blocked, it is time to replace it.

☐ **LIGHTS**
Properly working lights are crucial. Check the operation of all headlights, taillights, brake lights, turn signals, emergency flashers and back-up lights. Replace any burned-out bulbs.

☐ **WIPER BLADES**
Wiper blades should always be soft and pliable, but the best way to tell whether they need to be replaced is by using them. Your wipers are designed to clear the rain from your windshield so you can see safely.

☐ **BRAKES**
Have your brakes checked and changed at the first indication of a problem, usually identified by a squeaking or grinding noise.

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