



Reynolds' In Review

VOLUME 18

WINTER 2012

ISSUE 1

SUBARU'S "SHARE THE LOVE" EVENT

Reynolds' Subaru is proud to announce our partnership with Meals on Wheels in support of the Estuary Council of Seniors, Inc. Regional Senior Center. Reynolds' Subaru is providing a 2012 Subaru at no charge to the Council in support of its ongoing program of delivering hot, nutritious meals to seniors throughout the Old Saybrook, Westbrook, Old Lyme, Lyme, Killingworth, Madison, Essex, Deep River, Clinton and Chester areas. This program is working in conjunction with Subaru of America's own "Share the Love" event which makes a \$250 donation to one of five charities with a customer's purchase of a new Subaru vehicle between November 21, 2012 and January 2, 2013.

Starting November 21st and every week thereafter, Reynolds Staff along with local Rotary clubs and the First Selectmen of our ten towns will be visiting seniors delivering meals. This local effort is also a part of the Meal on Wheels Association of America's (MOWAA) participation in the Subaru "Share the Love" event.



YAMAHA TO LAUNCH NEW PRODUCTS IN 2013!

Yamaha is introducing two new outboards in March 2013 that are sure to be popular with our customers. There is a new lightweight four stroke 200 engine. The all-new 200 engine is a large displacement 4 cylinder engine that delivers more power and combines the Variable Trolling System, a powerful 50 amp alternator which delivers 13 percent more charging power. This motor will be available in either manual controls or digital electronic controls and will feature Yamaha's Shift Dampener System. There is also a new four stroke 9.9 that offers a more compact design that allows for easier storage because of the shorter tiller handle.

The other big news is the introduction of a joystick control system for twin and triple outboard installations. The new system called Helm Master eliminates the need for bow thrusters and enables effortless docking. This system is being offered in new boat packages starting late spring and includes an all new starting pad, new binnacle controls and other features. This system will be perfect for the larger Edgewater.



2013 XV CROSSTREK

We are really excited to announce the arrival of the all new 2013 XV Crosstrek. Based on the award winning Impreza platform, the Crosstrek has finally filled the gap in our line for customers looking for versatility, ground clearance, and maneuverability without moving up in size to an Outback or Forester. You'll find our trademark Boxer 4 Engine Under the hood, and up to 51.9 cubic feet of storage space in Subaru's latest model. The Crosstrek also utilizes our Lineartronic Continuously Variable Transmission (CVT) to achieve a class leading 33 highway MPG and a powerful, smooth, responsive driving experience. Like the majority of our line, the Crosstrek is also PZEV certified, making it one of the cleanest crossovers on the road! Featuring Bluetooth, steering wheel mounted audio controls, alloy wheels, cruise control and roof rails as standard equipment means that you'll be getting a tremendous value in an amazing car that starts at just \$21,995. Also available are options like leather seating, power moonroof, all weather package, navigation and rear view backup camera along with a bevy of accessories to give you the exact car to fit your needs. Give us a call or just stop by to take a look and test drive one!



The Cook family purchasing their new Crosstrek!

SUBARU INTRODUCES THE NEW 2013 BRZ

You may have heard Subaru released their first pure sports car this summer, the 2013 BRZ. It is a car that was designed from the ground up to bring pure driving enjoyment to whomever is lucky enough to get behind the wheel. I was recently one of those lucky ones. Reynolds recently sent me to New Orleans, LA for the Subaru BRZ driving event. It was an event designed to give a select few salespeople the opportunity to put a pre-production BRZ through its paces.

First, we were educated on what to expect from the car and how Subaru got it to be as balanced and fun to drive as it is. Mostly the low center of gravity, 18" off the ground is how it achieves that stability and control. To put that in prospective, the center of gravity for an average man is about 30 inches off the ground. We were then given the chance to take the BRZ on the track and drive it the way it was meant to be driven, fast and in control. The biggest thing that sticks out from my track time is how easy the BRZ is to drive fast, it is so nimble and under control that anyone with any type of driving experience and a little bit of coaching can feel like a real race car driver. Just getting into the car, the seating position and view inspires you to drive it with gusto, precise steering, responsive braking and unparalleled stability.

We were also given the opportunity to ride along with a professional driver on a bit longer track to see what a person with talent and experience can do with the BRZ. The result? Well, let's just say everyone got out of the car with a smile on their face after the lap. The gentleman I rode with was a professional GT and Rally driver from the UK, and he knew how to drive! He pushed the car to a point where I thought there was just no way he was going to



make the next corner, but he did, again and again, the BRZ quickly responding to his every input and obediently pointing in the direction he intended without a hesitation. With all I was able to experience that day the thing I took away was the BRZ is truly a driver's car, but not just one for the professional drivers, it is a driver's car that anyone with a desire can get in and have an absolute blast. When all is said and done that is what a sports car should be meant for, to make the journey just as much fun as the destination. That is exactly what the BRZ will do for anyone who chooses to call it their own.

-Mike Sharrio
Subaru Sales

WINTER WARNING: CHECK YOUR TIRES, DRIVE SAFELY

Well, as we all know living in New England, winter is upon us and this is a warning to look your car over. After a winter check up your car will experience superior driving in poor conditions and lead to safer holiday travels. You can call Keith or Michael to schedule a winter inspection anytime. Often, at this time of year, we see customers come in with tires in very poor condition and often customers have overlooked the obvious on their automobile. We now stock Yokohama, Continental and Sumitomo tires at extremely reasonable prices. When you purchase your tires from Reynolds we now offer a discounted price on a four wheel alignment. We look at the alignment as a form of protection on your new investment for well aligned tires last longer, wear better and ride better. With a Subaru, and any all-wheel drive vehicle, tires should be matched and rotated depending on wear. In addition, your car battery should be tested to make sure that it is strong enough to handle the cold weather. A well cared for car drives more comfortably, gets better gas mileage and has a better re-sale value. Wishing you a happy holiday and safe travels.

*Your Subaru Service Team,
Keith, Michael and Marty*

LYMES' YOUTH SERVICE BUREAU RECEIVES NADA GRANT

The Reynolds family, Ambassadors of Distinction for the National Automobile Dealers Association, recently presented a check for \$2,000 to Mary Seidner, Director of Lymes' Youth Service Bureau for their counseling services available to youth in Lyme and Old Lyme. As Ambassadors the family selects a grant recipient annually. The grant recipient must provide financial support for educational services or emergency medical services. Previous recipients include the Middlesex Hospital Emergency Medical fund, The Gray Foundation: *keeping dancers dreams alive*, The Lyme Ambulance Association, and the Lyme Old Lyme Education Foundation. Please call and speak to Mary if you would like to assist them for the holiday. 434-7208 x205

Pictured in photo at right from left to right:
Kaleigh Reynolds, Julia Reynolds, Mary
Seidner, Tom Reynolds



BAY BOATS COME TO REYNOLD'S MARINA

As you may know we crew members in the marine division are avid fishermen. We have countless hours on the water fishing for a multitude of fresh and saltwater species. When it comes to what rod, reel or lure is the best our opinions vary, sometimes good natured debates ensue. When it comes to chasing stripers, blues, and albies with light tackle we all agree on one thing. That is what boat we want to be fishing from; we all choose a bay boat.

We know what you're thinking, bay boats are only for the waters of the Carolinas, Florida, and the Gulf Coast and bay boats can't handle the rough waters of the Northeast. Well some of us have fished down south and were shocked to discover that the southern waters can be just as rough as the northern waters. This season we have fished a 24' bay boat from the flats at the mouth of the CT River, to 10 miles south of the Fairway Buoy. Along the way we caught stripers, blues, albies, mahi mahi, porgy, and black sea bass. If it hadn't been for hurricane Sandy I am sure we would have added black fish to the list. So why do we prefer a bay boat over a traditional center console? The answer is simple, it is a better light tackle fishing platform.

So how is a bay boat a better fishing platform? It is that its purpose built to catch fish. Bay boats are capable of carrying dozens of rods above and below decks. They also have massive tackle storage and huge live release and bait wells. All of this means that the tools you need to catch fish and keep those fish healthy for live release are right at your finger tips. Another huge advantage is that bay boats have raised decks and lower gunwales which translates into being able to fight and land a fish anywhere in the boat. The raised deck and lower gunwale design also allows for the installation of a bow mounted trolling motor which gives you precise control of the boat. This is critical when hunting those big bass in the rocks and on the reefs. The design of a bay boat hull offers a stable fishing platform and a comfortable ride. This is accomplished by having a wide beam and steep entry at the bow. Bay boats require less horse power than a comparable sized center console because of that design. This translated into better fuel economy with better performance. The cockpit of a bay boat is self-bailing and the hull is unsinkable. These are important attributes when fishing in rougher conditions. All of these features make the bay boat a hardcore fishing machine, but they don't forget the family. Bay boats offer seating for at least five, sun tops, freshwater showers, swim platforms, bow cushions, ski tow pylons, coolers, and sound systems. Everything you need to have a great day on the water with family and friends.

We understand that a bay boat is not the answer for everyone's boating needs. However if you are looking for a new center console for fishing you owe it to yourself to take a close look at a bay boat. You will be surprised at how well thought out the new bay boats are and how well they handle the waters of the northeast.



BOATING APPAREL FOR THE HOLIDAYS

Don't forget to stop down and check out our line of apparel from Skeeter, Ranger, Yamaha, Mercury and **NEW** Stromr Jackets. Winterizing season is here we are offering a **10% discount** on in stock oil change kits. **Marine winter hours** during December and January will be Monday through Friday 9-5 and Saturday 9-2pm. Please join us for our **Annual Open House** on March 23, 2013. We will have a **FREE** barbecue and guest speakers.

CUSTOMER APPRECIATION TOURNAMENT WINNERS

Congratulations to Jim Gildea and Dave Roberts who won the 2012 Annual Customer Appreciation Tournament with 22.6lbs of Small Mouth Bass. **June 8th 2013 is the date of our Fifth Annual Customer Appreciation Bass Tournament** at Haddam Meadows. There will be prizes, free giveaways and a Redneck Heaven Barbecue! Save the date and visit our Website www.reynoldsboats.com for an entry form.





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Small Enough to Know You, Big Enough to Serve You.

UPCOMING BOAT SHOWS

January 24-27, 2013 CT Marine Trade Association will be hosting the **44th Annual Hartford Boat Show** at the Connecticut Convention Center. For more information go to www.hartfordboatshow.com or call 860-767-2645.

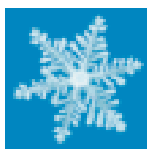
The New England Fishing and Outdoor Expo will become the regions most talked about annual fishing and outdoor event on February 8-10, 2013 at the DCU center in Worcester, MA. For more information go to www.newenglandfishingexpo.com or call 774-243-1442.

The New England Saltwater Fishing Show will be on March 8-10, 2013 at the Rhode Island Convention Center in Providence, RI. Sunday is Family Day: all women and children are FREE! For more information go to www.nesaltwatershow.com.

WELCOME CHARLOTTE REYNOLDS!

On June 7, 2012 the Reynolds family was blessed with the new addition of Charlotte Elizabeth. She was born to Hayden and Emily Reynolds at 3:38 p.m. at Middlesex Hospital weighing 7 pounds, 8 ounces and measuring 18.5

inches. Charlotte is Hayden and Emily's second daughter. She joins her proud big sister Lillian. Charlotte is the seventh grandchild for Gary and Marilynn Reynolds.



WE SINCERELY APPRECIATE YOUR PATRONAGE AND
WISH YOU AND YOUR FAMILY A VERY HAPPY HOLIDAY SEASON.

