



# REYNOLDS' IN REVIEW

Winter 2013

Volume 20

## Marty Radomski Honored for 20 Years of Service at CBIA's Inaugural Family Business Program Award



There are not many Subaru Parts Managers anywhere that know their customers so well, that they call them by their first name, remember what model car they drive and consider them more like friends than customers, but we are lucky enough to have one. Marty Radomski is celebrating 20 years at our dealership this December. He joined our team soon after we made a transition from selling and servicing Peugeots and added a Subaru franchise. As the business grew, so did Marty's expertise and his relationship with our customers.

It is not uncommon for Marty to call up a customer after driving home from work the night before to tell them he noticed that they had a right front headlight out. Not only is it surprising he notices, but he cares. Marty embodies what our family has tried to preserve through six generations of family business, to treat others the way we would want to be treated ourselves. He is extremely well respected by his co-workers. We just want to say thank you to Marty for his dedicated service. We appreciate your honesty, integrity and kindness, each and every day.

## Once Again Subaru Shines in New Tests

Recently the IIHS began testing the front crash prevention systems in vehicles. These systems either offer audible front



collision warnings or go as far as to incorporate automatic braking in the event of an emergency. As expected Subaru, already being a 2013 Top Safety Choice, earned the test's top rating of Superior when equipped with the Eyesight System. In order to garner a Superior Rating the vehicle must have an auto braking feature and either completely avoid collision or significantly reduce speed in both tests.

Out of the seven moderately price sedans, luxury vehicles, and SUV's tested the Subaru Legacy and Outback equipped with our Eyesight system performed best. With the steady introduction of many more new crash preventions systems on the horizon it is nice to see Subaru is yet again ahead of the safety curve with their new and properly functioning Eyesight Driver Assist System.

## SKEETER Prize Program

Reynolds' Garage & Marine and Skeeter proudly announce the 2014 CT Bass Nation "Skeeter



Owner Contingency Prize Program" where Skeeter owners have the capability during the Four Trail Event of winning a total of **\$28,000** with a low entry fee of **\$75**. There is **no limit** on the amount of times you can win. If you own a Skeeter don't be shy come, and participate in the events where you could possibly win some of the money.

We have the new Skeeter FX in stock some of the new highlights are: a new blower system, new seats, new latches, and the ability to flush mount 12" electronics. Come stop by and see Bryan for a tour of the new Skeeter FX, also please remember we are offering a special off season discount on labor; visit our online store for the latest in new marine accessories.

# Logan's' Page!



*From our family  
to yours, wishing  
you a safe  
healthy holiday  
season.*

## Safety first for Doggies!

How many of us take our dogs for a car ride, or mini vacations? How safe is a car for dogs? That was the question researchers at Subaru and the Center for Pet Safety wanted to answer. Their results showed that many mass produced pet harnesses were unsafe for pets. Some of the products were likely to cause more harm to dogs than protection! The only harness to finish in the top test results was the Sleepypod Clickit. The dog must still be securely strapped after a test crash and Clickit did just that.

According to AutoTrends and Subaru of America the Sleepypod Clickit Utility Harness will be making these harnesses available on the Subaru of America website. Please be sure to buckle up to prevent harm to all family members whether it's your two legged or four legged member! This test was in part funded by the generous support of Subaru.

If you would like more information or would like to donate to the Center for Pet Safety please visit: [Centerforpetsafety.org/](http://Centerforpetsafety.org/)



## Paws N.E. "Giving Tree"

Last spring we advertised a pet adoption which was a great success! For the holidays we ask that you once again help an organization that is in need of your assistance. We will be hosting a giving tree in order to help raise funds for the animals that have not found their forever



home. Choose a snowflake from our tree, purchase that item from the most convenient pet store, and return the donated item by December 15<sup>th</sup> to our facility. Please visit Paws N.E. Facebook page and show some support:

[Facebook.com/PAWSNewEngland](https://www.facebook.com/PAWSNewEngland)

## The Tweedles Update

According to Ali the Event Coordinator for Paws N.E. the "Tweedles" which were at our last adoption day, are now named Luigi and



Mario. They are being fostered by her because of failed forever homes, to follow the adventures of Mario & Luigi, to see upcoming Paws events and enjoy adorable pictures go to:

[Facebook.com/TweedlesMarioLuigi](https://www.facebook.com/TweedlesMarioLuigi)

## Please Welcome Our New Staff Members!

### Marcia Harriman-Subaru Service



Marcia joined Reynolds' Subaru as our new service advisor having many years of customer service experience. She resides in East Lyme with her significant other Tim and two daughters, Meredith (24) and Joy (23). Her hobbies include kayaking, cooking, editing novels, helping to organize her high school reunion every five years, and reading. She loves to travel – has explored many different countries, islands, and states. Come and schedule an auto service with our new service writer, Marcia!

### Robert Fedus-Subaru Sales



Bob is the newest member of the Reynolds' team in auto sales. Bob and his wife Sandra are longtime residents of Colchester, Connecticut where they raised their five children. His hobbies include golfing, boating, fishing, traveling, and playing pool. He has been in the car business intermittently for over twenty-five years; he enjoys building a friendship, not just business clientele. Come visit our new team member whom will help you select the perfect vehicle that accommodates your desires.



**Congratulations to Chris Evans for placing 1<sup>st</sup> in the first annual employee Chili Cook-off!**

## Tired of Dirty Floors? New Technology Improves Floor Mats

Since 1989, MacNeil Automotive has been providing the best in automotive protection and vehicle accessories. Their brand of WeatherTech floor mats are what Reynolds' continually recommends to our automotive customers. WeatherTech floor mats are created using digital laser measurements offering a consistent and perfect fit, giving the DigitalFit FloorLiner the reputation as the most advanced flooring protection for your car. Whether you drive a Subaru Forester, Outback, Impreza, WRX or Legacy this new design will provide your car with superior protection against sand, salt, mud or water. The FloorLiner advanced surface design has channels that trap unwanted materials into a lower reservoir that can be easily cleaned. This product comes in three colors, black, tan and gray and is designed, engineered and manufactured in the USA. It is guaranteed against faulty materials and workmanship for three years from the date of purchase. Our Parts Manager, Marty would be happy to answer any questions that you may have on this particular product.



Mention you read about them in our newsletter and receive **15% off** your purchase of WeatherTech floormats  
*Offer expires 12/ 31/2013*



## A Tradition in Excellence: In Loving Memory of Gary H. Reynolds

March 1944-July 9<sup>th</sup>, 2013

By Kathryn Reynolds Wayland

Few are as fortunate as me and my two brothers, as we had the joy of seeing my Dad each and every day at work, working side by side for a common shared goal. Often sharing lunch together, morning coffee, opening mail, sometimes a disagreement but more often than not a shared passion for the auto and marine business alike we saw my dad day every day for the past fifteen years. For this reason it makes the loss for us even tougher. I don't think any of us, even my Dad, saw it coming.



Gary Reynolds passed away on July 9<sup>th</sup>, 2013 after a very brief battle with brain cancer. We are all still waiting for him to walk back through the door, but are slowly coming to the reality that this is not the case. His presence is felt in every inch of the dealership every day. The family business was his passion and he worked tirelessly to perpetuate and preserve the business for the next generation. Now, as the sixth generation, we have the honor to carry on the tradition that began in 1859 with the hope to offer the opportunity to the seventh generation.

He would have been so humbled by those in attendance of his memorial service. Friends flew in from all over the United States. My Dad had a way of creating incredible lasting friendships and relationships through his involvement in the Town of Lyme, The CT Auto Retailers Association and the National Automobile Dealers Association. I admire him for the fact that he always made time for his family and friends, from weekly lunch dates, to poker nights to NASCAR race day parties. He lived a very full life in his 69 short years.

I would like to share with you some kind words shared with me after my Dad's passing. It further illustrates my Dad's integrity, honesty, sense of humor and zest for life.

*'I have a great deal of respect for your Dad and always found him to be a very interesting person to talk to and a true gentleman to work with. I've shared the story with quite a few people of the time your Dad told me that he would not sell me the Subaru my 18 year old son wanted because it wasn't safe for young people. It was too fast and too many young people were getting into accidents with it. He told me to get a Legacy which we did and it served my son well and kept him safe. So many people are surprised that a car dealer would take that stance. I would tell them that Gary is unique... a businessman with a high level of integrity and principals that come before making a dollar.'*

*'I have known Gary for 44 years and have worked with him in several different capacities. He was a very generous, civic-minded man, who gave 120% of himself to the community. He will be sorely missed.'*

*'Many times he has imparted some pearl of wisdom, often they made me smile, but I always found them to be filled with truth and experience. He will be sorely missed by many, certainly by me. '*

*'Gary was a true presence in so many ways, a big man with a voice to match, a big and generous heart, his positions in Town both as a businessman and in leadership roles in various civic functions and clubs and as a patriarch for his wife, children and grandchildren. I have only known Gary for fifteen short years but our lives have intersected many times in both business and pleasure and he was always fair, friendly, helpful and smiling and I enjoyed every interaction.'*

As much as he valued his family, he too valued his community. He was charitable in his time and talent and often doing so in a quiet anonymous capacity. People used to tell me my Dad was a tough man, but I was able to witness and live the softer side. He always tried to help other people, especially those less fortunate and especially young people in town.



I ask that any of you, if you have time to share with our family your remembrances of my Dad. It does help us heal and we hold our own memories so near and dear. My brothers often wonder why this particular memory sticks with me, but I remember missing the ET movie premier because my Dad had to go back to work to deal with a customer, Stanly M. We went to see the movie another day, but it always reminds me of the dedication and hard work involved to run your own business and probably why we have been able to continue a family business since 1859, customer service.

Please bear this in mind as you do your holiday shopping this year. If you believe in the core value of family business, go patronize one. We appreciate and respect you, our faithful customers. You are what keep us coming back each and every day.

Donations can be made in Gary's honor to the Lyme Fire Company or the Lyme Ambulance Association or any charity of your choice.



## **In Memory of John King**

Jan 1961-September 22<sup>nd</sup>, 2013

By Kathryn Wayland

As we were still coping with our own loss we learned on Sunday Sept 22nd, that John lost his incredible fight against pancreatic cancer. John dedicated over thirty years of service to our dealership, departing



only four years ago, on mutual terms, to engage in a new experience. Beginning his career with us fresh out of high school as an auto mechanic and ending up as one of only thirty Yamaha master certified technicians in the country. John had an innate mechanical ability, unlike anything I have ever witnessed, and was capable and willing to take on any and every repair.

He was an amazing mentor to young technicians, a passionate boater and fisherman, and an extremely dedicated family man. John and Gary had an incredible mutual respect for each other, both becoming ASE certified technicians over time and working side by side for many years, both able to

watch the other's children grow, and two of the hardest working men I will ever know. John is survived by his wife Lorrie and two children, Matthew and Michelle.

Donations can be made in John's memory to the Closer to Free Fund at Yale New Haven Hospital, PO Box 7611, New Haven, CT 06519.





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## Outreach Program Benefits Veterans and the Youth as They Fish for a Better Life

This past summer Reynolds Garage & Marine Inc. had an awesome opportunity to work together with Ranger and Johnson Outdoors to benefit Veterans and at risk youth. In July, Ranger donated a Ranger Z119 to "The Maj. Steven Roy Andrews Fishing Outreach Program." This outreach program was founded and currently run by a very loyal Reynolds customer, Joe Kowalski. The Maj. Steven Roy Andrews Fishing Outreach Program is a nonprofit program that was started in 2008 and the purpose of the program is to get Veterans and kids alike "hooked" on fishing.

Veterans benefit from this amazing program as it gives them a way to deal with issues related to their time during active duty be it mental or physical issues. Kids benefit in that they find a new hobby they can get involved with and hopefully make better choices in life. Johnson outdoors was kind enough to donate electronics that were rigged to the Ranger Z119 by the one and only Chris Evans who is our Marina Manager here at Reynolds. Chris was happy to donate his time to see this project through to the end. We know Joe and his crew where happy to accept this gift from Ranger, Johnson Outdoors and the Reynolds Marina Team. Fishing is a sport that everyone should have a chance to learn so this is our way of saying thank you to Joe Kowalski for teaching those in need a new outdoor hobby that will help them enjoy life to the fullest. Happy fishing!!