



151 YEARS

Reynolds' In Review

VOLUME 16

SUMMER 2010

ISSUE 2

SUBARU'S UPCOMING INNOVATIONS

2011 Forester Gets a New Engine

The 2011 Forester has been redesigned, and one of the changes is a new engine. The 2.5X model received a 2.5 liter boxer engine which still delivers the same amount of horsepower, but 4ft-lbs of torque is added. The newly designed engine also helped to improve the fuel economy of the Forester, now with 21 mpg for city driving, and 27 mpg for highway driving. The 2011 Forester models should be arriving at Reynolds' soon this fall.

"New EyeSight"

The "New EyeSight" system was developed off of the current camera safety system in use. It was first introduced in 2008 and has been praised for its features such as pre-collision braking control and adaptive cruise control functions. The pre-collision braking control warns the driver with an alarm when the car is very close to an object in front of it. The adaptive cruise control keeps the vehicle traveling at a safe distance from the car in front of it. If traffic slows, the cruise control will automatically slow down the car to avoid a collision. The updated technology includes newer versions of those two features, as well as a pre-collision brake assist system. The pre-collision brake assist system assists in slowing down the vehicle when there is a potential frontal collision risk and also can identify any sudden braking movements by the driver.

NEWPORT AND NORWALK BOAT SHOWS

Looking for a new boat? Want to upgrade your current boats electronics and added features? Or do you just enjoy marina life and boats in general? Well then you are in luck, because the Newport and Norwalk Boat Shows are rapidly approaching! The Newport International Boat Show will be held September 16th to 19th in Newport, Rhode Island. For more information, please visit www.NewportBoatShow.com. The following weekend, from September 23rd to 26th, the Norwalk Boat Show will be held at the Norwalk Cove Marina. For more information on the Norwalk boat show, please visit www.BoatShowNorwalk.com. We will be showcasing our **Edgewater** lineup at both of the upcoming boat shows. Tickets can be purchased in advanced at each shows website or at each event.

In Memory of Laura Wagner Litevich

Laura Litevich, daughter of Don and Cathy Wagner, of 33 Commerce St. Clinton, CT 06413, passed away unexpectedly at her home on April 17th, 2010. Laura, our receptionist for the past five years was well known for her infectious laugh, always pleasant demeanor and beautiful smile. She was extremely devoted to her family, especially her granddaughter, friends and her dog Roxanne. She touched so many in her 46 short years and will touch many more in the years to come through the memories she made.

Donations can be made in Laura's honor to the Juvenile Diabetes Research Foundation, 26 Broadway, 14th Floor, New York, NY 10004.



SAVE THE DATE!

Make sure to keep **June 11th, 2011** open on your calendar! That is when the third Annual Customer Appreciation Team Tournament will be held at Haddam Meadows. As always there will be prizes for top place finishers, giveaways and a free barbecue to show our appreciation for being such loyal customers! We are looking forward to next year and we hope to see you there.

ANNUAL CUSTOMER APPRECIATION TOURNAMENT RECAP

This past June we held our 2nd Annual Customer Appreciation Tournament, we had a great turnout drawing 56 teams from Connecticut, Rhode Island, Massachusetts, and New York. The event was held at the launch at Haddam Meadows State Park. We had a guaranteed 1st place payout of \$3,000.00 and paid out cash and prizes down to 15th place. Although we had some rain later in the day the river conditions were better than last year's strong currents and high water.

This winning team of Biron and Gambardella brought a nice bag of bass to the scales that weighed in at 20.75 lbs. The team of Gagliardo and McGahan had lunker with 4.78 lbs. largemouth. After the weigh-in we all enjoyed a spectacular BBQ put on by Redneck Heaven. They served up pulled pork, sausage, peppers, onions, hamburgers, hot dogs, coleslaw, and baked beans. A special thanks to all of our sponsors, without them we

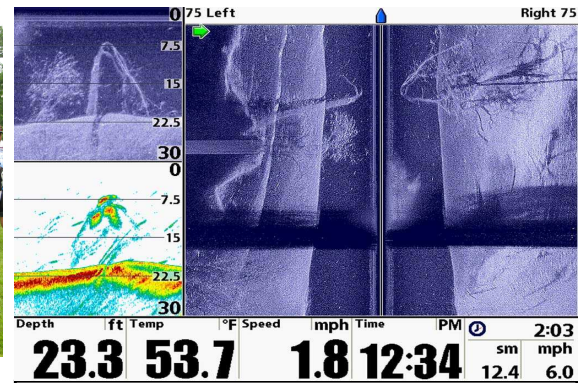
would not have all of the great prizes to give away. We would also like to express our gratitude to the Connecticut Bass Federation Nation. They were kind enough to allow us the use of their weight trailer and equipment. Lastly without Sylvia Morris, Sue Weeks, Ron Frisk and the rest of the volunteers from the C.B.F.N the tournament would not run as smoothly as it did, thank you all.



Biron and Gambardella, the winners of the tournament, with L. Tom Reynolds'.

MARINE ELECTRONICS OPEN HOUSE

So you spent the extra money and got yourself a new Humminbird Sonar/GPS combo with the new side imaging technology. Now do you want to learn how to maximize the capabilities of the unit? If so, on **Thursday, September 30th at 7:30pm** we will have Captain Blaine Anderson here at the dealership to show you what your new unit is capable of. He will also answer any questions that you may have about the operation of your new Humminbird. Do not miss this great opportunity to improve your electronic skills.



Pictured above is a screen capture from a Humminbird 1197 csi.

LOCAL UPCOMING EVENTS

Thunder In the Valley – Ancient Drum and Fife Muster

Look who else is celebrating 150 years!! This year is the Moodus Drum and Fife Corps' 150th anniversary. They are the oldest continuous Drum and Fife group in the nation, and on October 16th they will hold their annual Muster. At 11:00am, the parade will start off and it will finish at the old Grange property in East Haddam, CT. Immediately following the arrival onto the old Grange property, the Muster will commence. Join us in celebrating their 150th anniversary!

Dogs on the Docks

Calling all dogs! On October 10th, The CT River Museum and Essex Board of Trade will be hosting a Canine Competition! The event starts at 2:00pm at the CT River Museum and awards will be given for best costume, best owner look-alike, best trick, and best dock jumping. There is a \$10 entry fee and a \$5 fee for each additional dog, with all of the proceeds going to local animal shelters. In order to participate all licenses and tags must be up to date. What a great opportunity for our new pet owners to showcase their recently adopted dogs!

2010 Run Local Read Local 5K Run/Walk

The Ivoryton Library is hosting a 5K Run/Walk on October 23rd, 2010. A pumpkin run will also be happening for children 8 and under. Registration for the races will begin at 7:30AM, and the first 100 entries for the 5K will be given a t-shirt. The registration fee is \$23 before October 15th and \$25 on race day for the 5K, and the pumpkin run has a \$5 entry fee. The pumpkin run starts at 8:45 AM and the 5K starts at 9 AM. For more information or for registration forms please visit www.ivoryton.com.

Artistry in Motion Annual 10K & 5K Run

The Lyme/Old Lyme Education Foundation is hosting a 10K, 5K, and One Mile Fun Run on Saturday, September 11th, 2010. The race will begin at Hartford Ave, in the Sound View Beach Area, in Old Lyme. Race registration will be at Lenny's on the Beach. The one mile starts at 9:00am, the walkers start at 9:15am, and the 10K and 5K start at 9:30am. Registration fees are \$25 for the 10K and 5K, and \$10 for the mile. You can register on race day or before Friday, September 10th online, by visiting the event website, www.artistryinmotion5K.org, to save \$5.

NILLA'S STORY

The purchase of our latest Subaru is not your typical car buying story....

On the morning of November 7, 2009 we had an appointment to finalize our deal to purchase a 2010 Legacy, (the 5th Subaru bought by our family). On the way, we stopped to get gas for our '02 Forester. Pulling out of the station, the check engine light went on. After we both let out a huge sigh, we decided the Forester could be checked out while we were buying the new car. How convenient! As we were driving to Reynolds, my husband told me that the dealership was sponsoring a pet adoption day. We had lost our beloved 14 yr old black lab Hannah a little over 3 years ago. We both wanted another lab, but just couldn't find the right time to adopt one. Carl had purposely made the appointment early so that we would be finished before the pets arrived. He knew that I would fall in love with one of the dogs. We ordered the car, test drove, signed the papers, and paid our money. Still, the

Forester was not ready. Then the adoption groups started coming in. First the cats arrived. Then the dog organization arrived and to our surprise it was Labs4rescue. We had talked for a long time about rescuing a lab. While waiting for our Forester, we looked through their binder of available dogs. Once home, we quickly completed the adoption process online. That November morning was a magical moment. Not only did we order our new Legacy (after a year of indecision), we set the process in motion to adopt our beautiful yellow lab, Nilla. A few weeks after we picked up our Legacy, Subaru of America contacted us to say that because we had just purchased a new car, they were going to make a \$250 donation to one of five nonprofits. Of course, we chose the ASPCA (the American Society for the Prevention of Cruelty to

Animals). By the way, the check engine code was one that seemed pretty bogus. Knock on wood, the check engine light has not come on again. I guess it was all meant to be.



Faith and Carl Dorman with their new Subaru Legacy and the newest addition to their family, Nilla.

WINTERIZATION AND WHY IT IS MORE IMPORTANT THAN EVER

Over the past few years we have seen our fuel switch to a blend of 10% Ethanol and with that has come many challenges. Ethanol by nature absorbs water and when it absorbs too much water there is phase separation, and that can cause major issues in any outboard engine. There are three easy things that can be done to help alleviate these issues. First, make sure you use an ethanol fuel additive every time you fill up. Startron or Stabil ethanol treatment are two very good ones. Secondly, make sure your boat is equipped with an external water

separating fuel filter and the element is changed at least once a year. Lastly is the annual winterizing and tune-up. Winterizing includes much more than a "fogging" of the engine. Our technicians run a special blend of fuel additives into the fuel system carburetors or fuel injection system, the lower unit oil is changed and checked for any signs of water intrusion, fuel filters are replaced, grease points are lubed, spark plugs are removed, fogging oil is sprayed into each cylinder and plugs are replaced if needed and a visual inspection is done of your motor. When this service

is complete it leaves your motor ready to go in the spring and there is no need for additional tune-ups.

This past year we noticed an increase in fuel related issues in both carbureted and EFI engines. We also noticed that in most cases these people were the ones that had elected not to have us winterize their engines in the fall. We understand that money is tight for many of us, but the effects of contaminated fuel or water in a lower unit are far more expensive than the winterizing. The old saying "pay me now or pay me more later" is very true.

SUBARU SERVICE OPEN HOUSE

Greetings, loyal Subaru Service Customers,

On **Thursday, September 23rd, from 6pm to 8pm**, the Reynolds' Subaru Service Department will be holding a free seminar to discuss the importance of properly maintaining your vehicle. Two of our Subaru certified technicians will be on hand to answer any questions you may

have regarding proper care and maintenance of your Subaru.

It has been proven time and time again that the vehicle owners that have their scheduled maintenance done on time, and as recommended by the manufacturer get thousands more worry free miles than those who don't.

We will be holding a raffle, and have

complimentary food and beverages for those of you who attend. Mark it on your calendars, to join us for this informative event. Please e-mail Keith if you plan on attending, at Keith@Reynolds1859.com. Thank you, from your Subaru service team, Keith, Marty, and Dean.



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Reynolds' Garage & Marine, Inc.
264 Hamburg Road
Lyme, CT 06371
860-434-0028
Www.Reynolds1859.com

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

WINTERIZATION SPECIALS

Early Bird

Good for 10% off
all winterizing and winter storage
services performed in September*

150 YEARS

Winterizing Coupon

*Cannot be combined with any other coupons.
Offer expires 9/30/10.

Bass Boat

Good for one \$99.00 + parts
winterizing on freshwater bass boats.

All V4 and V6 2 stroke or 4 stroke outboards apply.*

150 YEARS

Winterizing Coupon

*Cannot be combined with any other coupons.
Offer expires 12/24/10.