



WINTER 2009

MotoringSpirit DC MOTORS ROCKHAMPTON

• honda • hyundai • mercedes-benz • nissan • subaru • chrysler • dodge • jeep • new and used cars • service • finance • parts

Why **NOW** is the **RIGHT TIME** to buy a new car!

Call it what you want...the perfect storm, planets aligned, right time right place...it all adds up to the same thing...**NOW is the right time to buy a new car.**

Buying prior to June 30 has always been a great time as vehicle manufacturers throw out offers in order to make stocktake easier, but this year there is a whole raft of issues that together present an historic, and clearly 'once in a life time' opportunity for **FANTASTIC** new car buying. We know it may sound like a sales pitch, we promise you it's not, so please read on and let us explain:

The key elements:

- + **30% or 50% Government Incentive for businesses**
- + **30 Year Low Interest Rates [low payments]**
- + **High Trade-in Values**
- + **Factory Offers**
- + **Fuel down 50% from last year**
- = **THE BEST DRIVE AWAY DEALS EVER!**

30% or 50% incentive: In our last edition we outlined the Government's 30% investment allowance, but what we may not have made clear is that this incentive applies to ANY vehicle used for business purposes.

While utes and vans are the typical candidates, so too are sedans, wagons and people movers. All are likely to be eligible so long as you have an ABN on the purchase documentation, but best to check with your tax agent first.

In the federal budget the Government increased the 30% incentive to 50% for Small Business (under \$2M sales per annum). **THIS IS HUGE.** Even better - it's been backdated to last December so you may have bought already and still get to

claim. While the 30% Rebate will cease at June 30, the 50% rebate extends to December 31 2009.

So what does 50% mean? If a tradie buys a car or ute for \$40,000 he will get a one-off claim of \$20,000 in his tax return AND normal depreciation etc still applies. **WOW!** This may also take you to a lower tax bracket. Maybe you should buy two!

Interest Rates: They've been going down, down, down - in fact, interest rates for borrowers are the lowest in 30 years. Cheap money is great news for your weekly repayment and our own Finance Division has never been busier, AND we can provide fast turnaround of approvals.

High Value Trade-Ins: This has meant that the demand for quality used cars is at an all time high. It's a simple case of limited supply and high demand which has increased trade-in values. And wouldn't you agree that a great trade-in price makes a new car deal just that bit sweeter.

It's a great time to buy but this situation will not continue indefinitely.

Following the end of the financial year, motor vehicle prices WILL increase due to the lower Australian dollar.

While the official interest rate is at an all time low, the banks are by no means duty bound to pass on the favour, in fact some banks have already increased their lending rates.

Then there's the matter of popular new car models running out. Production has stopped on many



motor vehicles and the rule of supply and demand which is making trade-ins so favourable, will turn-table on new car buyers. If your heart is set on a particular motor vehicle that is running low in stock, you could soon find yourself paying a premium for it!

As you can see, there has NEVER been a better time to buy a new car, to trade-in your existing vehicle, to enjoy extra value in features, and to fund your purchase with cheap money.

To find out more about our great end of financial year offers, call in advance for an appointment with one of our professional sales representatives, or simply drop in to see the great deals we have on offer.

WELCOME



It's almost the end of the year (financial year that is) and this June 30 there are even more buying incentives than usual.

Of course, the 30% (now 50%) Government Rebate is the biggest talking point and to whet your appetite for a new work vehicle, we've outlined some fantastic considerations among them the very sporty Nissan 370Z.

While it may not be the most practical vehicle for a building site, it will certainly deliver you to a business meeting in style and comfort.

In this edition, we've merely scratched the surface of the quality new and used cars available to you. As a dealership we cover eight new car brands and we bulk-buy, providing even greater opportunity for securing your motor vehicle of choice and with the best deal.

To experience a world of difference in new and used car sales and service, come and see us soon and really celebrate this 'financial' new year's eve!

Safe Motoring

Shue McCosker
Dealer Principal

It's here! Nissan 370Z

The wait is over, the new and gorgeous Nissan 370Z is everything Nissan sports car devotees have dreamed of and more.

The Zed is the next generation, a step up from the 350Z, which let's face it - was pretty darn close to perfection - but this surpasses everything you've ever known before.

Judging by this image, Nissan's bold claim that the refined styling rivals the likes of the BMW Roadster and Porsche could well be true.

It's certainly sleek, kitted-out in that dynamic athletic styling that screams strength and sports performance, with spoilers that as Nissan say, "don't spoil the beauty" and clever touches including 'Z' badge side indicators, Xenon headlights, LED taillights, 18" alloys and dual exhaust pipes.

Intelligent Key technology reduces everything to the push of a button.

Inside the styling is leather, sports seats, and the facilities...well - let's just say life will be sweet with a Touchscreen DVD Satellite Navigation, Bluetooth® hands-free phone integration, steering wheel controls and a BOSE® audio system with 8 speakers (including 2 subwoofers).

As for the performance, what would you expect of a 3.7 litre V6 engine, the latest in Nissan's VQ series and the choice of 6-speed close-ratio manual transmission or a 7-speed automatic with manual mode. Simply breath-taking!

For more information and of course to take a test, please call your DC Motors Nissan Sales Representative.



The new generation Subaru Forester is more spacious and versatile than ever and Forester fans will be pleased to know that all the versatile features you love so much remain while being enhanced by new standard innovations.

These include one touch electronic folding rear seats, improved handling and ride comfort, and a number of small but convenient changes to the instrument panel.

The Forester XS adds a leather steering wheel and gear shift along with larger 17" alloy wheels, while the XT adds a muffler cover. Satellite Navigation models now include Bluetooth® and a rear-view reverse camera. For more information and of course to take a test, please call your DC Motors Subaru Sales Representative.

Need Finance?

Please contact our Finance Division for competitive lending rates for your next new or used motor vehicle. But, that's not all we finance.

Did you know we can also finance boats, jetskis, caravans, camper trailers even ride-on mowers, excavators and tractors! To find out more please give us a call and ask for our Finance Manager.

HONDA LIFESTYLE CHALLENGE

2009 LARGEST Loser



Thomas Isbel



John Walsh



Anthony Rapkins

In March this year, 50 people weighed in for the Honda Lifestyle Challenge and for the following 12 weeks they committed themselves to a healthy eating and exercise plan designed to help them shed unwanted and unhealthy kilos.

As the competition came to a close the top three participants were well ahead of the rest losing more than 30 kilograms each or more than 20% of each of their individual body weights as recorded at the beginning of the competition.

Sponsored by DC Motors Honda, Rockhampton Fitness Centre and supported by local media, it is one of Rockhampton's most successful community health events.

According to DC Motors Honda, Dealer Principal Steve McCosker it's clear that both the participants and those who have watched their progress have been motivated, energised and inspired.

"The 50 people who participated are to be commended. They have done a great thing for themselves and their families. By losing weight they will be healthier and more involved in life. But importantly these 50 people have inspired so many others who have followed their progress over the past 12 weeks, I congratulate them all," he said.

The final weeks were very close, at the 10 week point the top three - John Walsh, Anthony

Rapkins and Thomas Isbel were separated by the smallest of percentage margins, clearly they are all winners!

Plans are already in place for Largest Loser 2010, and DC Motors Honda will again provide sponsorship support.

"I would like to encourage anyone who wants to make a change to their lifestyle to sign up. As demonstrated this year, under the expert supervision of the team from the Rockhampton Fitness Centre, it is possible to achieve health and weight loss goals that can be life changing. Please accept the Honda Lifestyle Challenge in 2010," Steve said.

Mercedes-Benz CLC-Class Sports Coupé

You'll be pleased to know that Mercedes-Benz designers and engineers have very cleverly enhanced over 1100 parts to present the CLC-Class Sports Coupé.

The front and rear have been restyled and its renowned driving agility has been further refined. It is available in three models:

- CLC 200 Kompressor;
- CLC 200 Kompressor EVOLUTION+; and
- CLC 300 Kompressor EVOLUTION+.

At the top of the range, Mercedes-Benz CLC-Class 200 Kompressor EVOLUTION+ has plenty of creature comforts.

You're going to love the glass panoramic sunroof and the THERMOTRONIC multi-zone luxury climate control for the ultimate in personal comfort; fully electric front seats with memory settings; and an electrically adjustable steering column that caters for your individual requirements.

Some 320,000 people from around the globe have enjoyed ownership of the original C-Class Sports Coupé. It has been one of Mercedes-Benz greatest success stories and now it is igniting passions all over again.

For more information and to arrange a test drive please contact your DC Motors Mercedes-Benz Sales Executive.



Protect your Investment

Living in Queensland, we have all seen the damage that the sun's harsh rays can do to our skin. Fortunately, we can protect our skin by smoothing on sunscreen, but have you ever wondered about what damage those rays are doing to your new car?

Originally developed for the commercial airline industry, Crystal Glaze has been designed to protect your car from the sun's fading and blistering effect, while creating an impermeable protective coating against many of nature's other challenges including damage from tree sap, bird and bat droppings and tar from the road.

Crystal Glaze protection is backed by a Nationwide Lifetime Warranty, meaning you can enjoy your new car, safe in the knowledge your investment is protected - for life.

For more information contact Sarah Latcham at DC Motors on 4999 1225.

All New **Honda City**

iPod. MP3. USB. CD. Whichever way you like your music, the Honda City keeps you entertained.

Honda City's USB and AUX jacks, along with its CD player, support WMA, MP3 and AAC digital music files and they are fully integrated with digital media dashboard controls.



Music selection is easy with steering wheel-mounted audio controls and your tunes will sound perfect through Honda City's four speakers, tuned especially for the acoustic conditions of the cabin space.

While in-car entertainment is top notch so to is performance – Honda City's breakthrough i-VTEC technology delivers outstanding power without compromising fuel economy.

Clever i-VTEC technology continuously varies the engine's valve intakes to meet changing power demands, allowing maximum power (88kw at 6600rpm) and torque (145Nm at 4800rpm), all without outstanding fuel economy – just 6.3 litres/100km for the manual and 6.6 litres/100km for the automatic transmission.

See your DC Motors Honda Sales Consultant today to arrange your test drive.

Vital Statistics

Name: Will Burns
Role: General Manager
Age: 50 something
Married: (with kids)
Born: England
Fav Novel: Catch 22 by Joseph Heller
Fav Song: None, I don't have a musical bone in my body!
Fav Food: Chocolate with nuts (could eat it all day!)
First Job: Delivered milk before school 6 days a week
Idol: Jimmy Johnstone, Celtic & Scotland Football Player
Best Travel Memory: Disneyland as a kid, it opened my eyes to the world and I knew then, I'd not stay in the UK.
What brings you to work each day: The people - I love to watch people, meet and get to know them and exceed their expectations.



Meet Our **Specialist Technicians**



Oliver



Dave



Adam



Grant



Kev



Bill

Oliver was trained by Mercedes-Benz in Stuttgart, Germany and spent 17 years working for Mercedes-Benz as a technician. On moving to Australia he quickly found work in Mercedes-Benz service centres in Sydney and Brisbane, before making Rockhampton home.

Dave has worked with Honda ever since finishing school in England. With 22 years working on Honda motorcycles, ATVs and passenger vehicles, he is a fully accredited Honda Diagnostic Technician.

A local Rockhampton boy, **Adam** started his apprenticeship at DC Motors 6 years ago. He is a fully factory trained Nissan Australia Specialist Technician. A true-believer, Adam drives a Nissan himself and is a keen 4wd enthusiast.

Grant builds and maintains Subaru performance vehicles in his spare time, and being Subaru factory trained, there's not much he doesn't know about them.

Kev is definitely the man that you want under the

bonnet of your car. With 32 years experience in the trucking and motor vehicle industry, 17 years with DC Motors and after 12 years working on Jeeps, Chryslers and Dodges no wonder he's a fully qualified Chrysler Master.

Bill lives and breathes Hyundai. He has 25 years with DC Motor and he's spent the past 15 of them working on Hyundai. Bill is skilled in using the very latest scan tools and Global Diagnostic Systems.

DC MOTORS ROCKHAMPTON

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