

## Service with a Heart

*And did we mention variable labor rates—plus free inspections, courtesy car washes, loaner vehicles, and our pick-up and drop-off service?*

**T**HE ONE PERSON WHO LOVES YOUR CAR AS MUCH as you do—well, almost as much—is your Saab technician. Which explains why the folks in the service department here at Gary Blake Saab work so hard for our customers.

“What we offer is service with a heart,” says Brian Milliken, service manager.

We also offer a labor rate that varies depending on the complexity of the job. For complicated problems—computer malfunctions, air conditioning breakdowns, electrical problems—hourly rates run up to \$76. But if the muffler needs replacing or the oil needs changing, rates can be as low as \$38.

“Saab owners are very smart owners,” says Milliken. “They know a lot about their cars.”

They also know a good deal when they see one. Along with variable labor rates, the service department offers a variety of other benefits for Saab owners. Here are a few of our favorites:

**Some things in life are free.** Purchase a new car from Gary Blake Saab, and a New Hampshire state inspection is free for the lifetime of the car—just a small reminder of how much we value our loyal customers.

**Service with a smile—and a wash.** Every car that comes in for service leaves with a sparkle—cleaner than when it arrived.

**Need a loaner?** When you call to make an appointment for repairs, ask about our loaner program. The service department has new vehicles for customers to use for a few hours—or a few days.

**At your service.** Tied up at work on the day you’re due to take your car in for servicing? We’ll come by and pick up your vehicle—and then return it when we’re through at no extra charge. Just call ahead to make arrangements.

**Questions about repairs or service? Call Brian Milliken, Paul Bartlett, or Pat Dagostino at 603-778-0563.**

### The Good News Is...

**Customer loyalty pays.** At Gary Blake Saab, customer loyalty pays—literally. Current Saab owners receive up to \$1,000 rebate with the purchase of a new Saab. “And the really good news,” says Brian O’Neil, new car sales manager, “is that the Saab owner loyalty program is available over and above all other offers or incentives, including zero-percent financing on some vehicles.”

**Pre-owned vehicles make the grade.** It’s not easy to make it onto the lot at Gary Blake Saab—for cars, that is. Every single one of the late-model pre-owned Saabs undergoes extensive reconditioning known as The 150-Point Checklist. The process, which covers everything from cosmetic to mechanical items, is far and above what state law requires, according to Don Walters, sales manager, who has about 50 Saabs and other fine European models for sale. “If they don’t pass,” he says, “we won’t sell them.”

**To learn more about the Customer Loyalty Program or our pre-owned vehicles, call 603-778-0563 and ask for Stephen James, Joe McGeary, Craig Price, or J.D. Noble.**

## From the Driver’s Seat

**SOMETIMES MAKING A DECISION** can be tough. Especially when it’s an important one. Buying a car, for instance. We’ve had people come in and look. Then come back again. And again. They debate. They test drive. They ask questions and more questions. Sometimes it can take six months.

The way we look at it, that’s okay. Our goal is to let customers make the decisions—on their own time and in their own way. Think of us as consultants. We’re here, ready to offer advice and expertise when you need it. But it’s your experience and we want you to enjoy it.

You can find a different sort of consumer experience out there, to be sure. In much of the retail world, the trend these days seems to be toward the quickest sale, the cheapest price. Convenience and speed reign. But that’s not the way we do business, here at Gary Blake Saab.

We sell a quality product, and we want your whole experience with us, start to finish, to be one of quality and care. We’ve been doing business this way for more than 30 years. And that’s the way we plan to keep doing business, no matter what the rest of the world does.

So if it takes awhile to make a decision, we understand. That’s the way the important things in life are. And we just happen to think buying a Saab is one of those things.

—Gary Blake



## Backward Glance

*Occasional footnotes from the Saab history books*

### The Next Best Thing to Flying

Before the car, there was the airplane—the Saab airplane. Saab, in fact, is an acronym for the Swedish words *Svenska Aeroplan Aktiebolaget*, “Swedish Aircraft Manufacturer.” Established in 1937, Saab quickly became Sweden’s leading aircraft manufacturer, pioneering innovations such as the pilot ejection seat. During World War II, Saab’s advanced planes maintained Sweden’s neutrality.

As the demand for military aircraft declined with the end of the war, Saab turned its attention to a new and expanding market—automobiles. In 1944, drawing on its expertise in precision design, the company launched Project 92, the development of the first Saab car. Engineer Gunnar Ljungstrom directed the project, and in 1946 his design team unveiled the Prototype 92001. This first version of the Saab 92 boasted an aerodynamic sleekness and unmistakable shape that became a Saab trademark.

For more than half a century, the company has lived up to its name, producing cars that reflect the company’s aircraft expertise—earthbound vehicles that practically fly.

### Calendar Notes

**Saab Owner Gathering:** Join area Saab owners on Friday, August 10, in North Conway. For more details, check [www.nesaab.org](http://www.nesaab.org).  
**Summer Hours:** We’re closed Sundays in July and August. But you can visit us 24 hours a day at [www.garyblakesaab.com](http://www.garyblakesaab.com).

### Customer Spotlight

### Morning Glory Saab

EVERY WEEKDAY MORNING KATHY GALLANT LOADS A BATCH OF WARM muffins into the back of her Saab and heads out to make her local deliveries. Morning glory, banana nut, cranberry orange, pecan—the contents of her bakery on wheels come straight from Blue Moon Natural Foods in Exeter, which Gallant opened six years ago.

The food she prepares, from muffins to deli specialties to entrees, are made with only the freshest ingredients—organic whenever possible. “Our standards are very high,” says Gallant.

Which is precisely why she loves her Saab 9–3. “We go the extra distance for quality,” says Gallant. “And we see our Saab as an investment in quality.”

Gallant and her husband Jim also like the safety factor. “The company really stands behind their product,” says Gallant, who has two teenagers. “I like feeling confident they’re driving a safe vehicle.”

Of course, her Saab is also just plain fun. “We can throw the bike rack on the car, put the dogs in back, and head for the woods,” says Gallant. An avid gardener, she also appreciates the space. “People at the nursery can’t believe how many plants I can fit in back,” she says. “Oh—and I love the sun roof.”

When Kathy and Jim embark on a getaway weekend, the ride is as much a part of the event as the destination. And thanks to the On-Star service, even getting lost is part of the fun. “You just push the button and after the ring you hear a voice: ‘Hello, Mrs. Gallant. What can I do for you today?’ It’s amazing. They know who you are and help you find your way.”

On another occasion, it was the local Saab folks who got Gallant out of a tough spot. “I was getting ready to take my son to camp,” she remembers. “We did one last errand, and when I came out the car was dead.” One phone call to Gary Blake Saab and before she knew it, she was headed north in a loaner—and her son made it to camp on time after all.

“They’re really over the edge with customer satisfaction,” says Gallant. “It’s what they do incredibly well.”

**“They’re really over the edge with customer satisfaction.”**

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