

BORADORI

AUTOMOTIVE SINCE 1948

“Keeping up with Technology for another 60 Years”

Here comes the HEAT.....

It took a while this year, but true to form for Chico we went from **COLD** to **HOT** in a day it seems! Heat can put a lot of extra strain on your vehicle's cooling system. Hoses and belts that work fine with air temperatures in the 80's can suddenly give up or burst when the temperature gets past 100.

It is not uncommon for under the hood temps to be well over 300 degrees on a hot summer day. In fact, we have measured a little over 350 degrees under the hood after a car has been parked and idling with the A/C on. Now that is **HOT!**

What is amazing is how long the rubber parts do hold up. Most cooling system hoses are very dependable for 10 years or 100,000 miles. After that the dependability factor drops fast. The older they get, the more likely a hose will fail. Predicting a hose failure by just “looking” at the hoses is nearly impossible because the wear is on the inside. The vast majority of major engine failures are due to overheating from coolant/anti-freeze fluid loss.

Failing to flush and replace this fluid is

another big problem. Most manufacturers have extended their “recommended” service intervals for coolant service. We have been seeing a lot of corrosion damage long before the recommended factory service date. So, we recommend having this system checked prior to the factory recommended interval.

Bottom line...we advise you to think ahead before any summer driving by having us check out some of these important things. Checking and changing your oil is important and your cooling system is just as critical.



“Free local Shuttle Service”



1948



2011

Time to get you're A/C system checked

Let's stay **COOL** shall we. The time to check out your A/C system is before the 90 degree plus days are here, not after. There are always some people that don't think 90 degrees is very hot, but when it is 100 degrees, you want your

A/C to work. We can get pretty busy during the summer months. So, please plan ahead to get the A/C system checked before those temperatures get uncomfortable. It can be upsetting to our customers if we have to

tell them we can't fit you in for three or four days. Therefore, be the early bird who gets to be **cooler** quicker. Or better yet, have the A/C checked when other services are being done. You'll be comfy and glad you did!

Inside this issue:

Fuel Economy	2
Make it Last	2
Did You Know?	3
Interesting Facts	3
	4



Reality vs. Myth about Fuel Economy

Myth: Special oil additive can give me up to ??% better fuel economy.

Reality: The difference between the best oil additives and none have so little effect on fuel economy it is just about impossible to measure. The latest generation of oils are light years ahead of oils used just a few years ago. Don't waist your money on any oil additives.

Myth: Using Premium fuel is better for fuel economy and my engine.

Reality: Most cars built after 1996 are designed to run on regular fuel. Using premium may make you feel better but it will not help your fuel economy unless your engine is designed to use higher octane fuel. Your owners manual will tell you

which fuel to use in your car.

Myth: Letting my car warm up in the morning before driving will help my fuel economy.

Reality: You are using fuel anytime your engine is running. Cars and trucks made in the last 20 years are ready to drive within seconds of starting up. Most all the new Hybrid cars shut the engine down when you come to a stop. This alone will help your fuel economy by 10-15% in city driving. To bad it is not practical for all cars.

Myth: I have a friend who told me about this pill you add to your gas tank that can increase my gas mileage.

Reality: Sorry, but it just is not true. The car manufactur-

ers are spending billions of dollars to squeeze just a few percent increase in mileage. If a pill would help even a little, believe me they would use it.

Myth: To get the best fuel mileage my next car will not have an automatic transmission.

Reality: The new design automatic transmissions are very fuel efficient. Most cars made in the last 5 years with automatic transmissions are only a few percentage points lower than the same car or truck with a standard stick shift transmission. In a few cases the automatic transmission even got better fuel economy. It is true that "back in the day", an older car with a stick did get better gas mileage, but like most things in life, that changed too!

Reality vs. Myth about Making your Car Last

Myth: Changing my oil every 4,000 miles is all I need to do to make my car run trouble free for years to come.

Reality: Changing your oil is very important for your engine but do not forget about the rest of the car. The Transmission fluid, Cooling system fluids/anti-freeze and Power steering fluids are just as important. These things do not need replacing as often as the engine oil, but they do need to be done when recommended either by the factory or your repair facility. For the last 20 years major engine problems have been less, but we've seen an increase in electrical problems.

Myth: Keeping my car "Tuned-up" will make it last longer.

Reality: Forget the word "Tune-up"! It's just a meaningless term in the computerized automotive world these days. Now, the car's on board computer makes all the tune-up adjustments while you drive. That doesn't mean that the plugs and filter don't wear out. It means they just don't wear out as often as most people think. The majority of the time when we get a car in that's running poorly, it's usually because it has some sort of computer sensor problem.

Myth: I drive my car mostly around town and at slow speeds, so it will last a lot longer.

Reality: Short trips, slow driving and around town driving are by far the **HARDEST** type of driving you can do. The vast majority of engine wear happens while the engine is warming up to normal temperatures. Once warmed up to normal temps the engine is a happy camper. Starters, alternators, brakes and electrical systems have to work much harder on short trips and around town type of driving. Long highway or freeway driving are what your car is made to do! Bottom line, we all need our cars. So, if you keep your car well maintained, it will perform well for you no matter what your regular driving habits might be, short or long distances.



Farming Facts — Did you know?

At one time more than half of our population was involved in farming? In 1940, the average farmer grew enough food for only 19 other people. So, that was about enough food to feed us and part of the rest of the world.

Today, since farming only accounts for two percent of the American population, farmers have to work harder to feed

everyone, but still manage to get it done. In 2006 the average American farmer grew enough food for 144 other people. That means each farmer fed 50 other Americans and 22 other people in the world. I'm sure that's even higher now.

This is because of agriculture management efficiency and production practices. American con-

sumers are able to spend less of their disposable income on food.

Cost of food by Country based on disposable income:

USA	10%
France	18%
Great Britain	22%
Italy	26%
India	51%

Non-Automotive Interesting Facts.....

Nine out of 10 living things live in the ocean.

The tooth is the only part of the body that cannot heal itself.

Warner Communications paid \$28 million for the copyright to the song "Happy Birthday".

The military salute is a motion that evolved from medieval times, when knights in armor raised their visors to reveal their identity.

In ancient times, strangers shook hands to show they were unarmed.

The Moon moves about two inches away from the Earth each year.

Strawberries are the only fruits whose seeds grow on the outside.

The Earth gets 100 tons heavier every day due to falling space dust.

Astronauts can't belch—there is no gravity to separate liquid from gas in their stomachs.

Albert Einstein was offered the presidency of Israel, but he declined.

Heroin is the brand name of morphine once marketed by "Bayer".

To make 1/2 lb. of honey, bees must collect nectar from over 2 million individual flowers.

Google is actually the common name for a number with a million zeros.

It takes glass one million years to decompose, which means it never wears out and can be recycled an infinite

amount of times.

Gold is the only metal that doesn't rust, even if it's buried in the ground for thousands of years.

Your tongue is the only muscle in your body that is attached at only one end.

The banana cannot reproduce itself. It can be propagated only by the hand of man.

Everything weighs one percent less at the equator.

Peanut oil is used for cooking in submarines because it doesn't smoke unless it's heated above 450 degrees.

And last but not least:

July of this year has 5 Fridays, 5 Saturdays, and 5 Sundays. This happens only once every 823 years!

Boradori Automotive,
287 Humboldt Ave.
Chico, Ca. 95928



Presort Standard
U.S. Postage
Paid
Permit #1739
Chico, Calif.

891-4972



“Return Service Requested”

“Keeping up with Technology for another 63 Years”

Info inside:

- [Heat affects your car.](#)
- [A/C Info](#)
- [Get the best Fuel Economy.](#)
- [How to make your car last.](#)
- [Just some little known facts.](#)

Joke of the day.

An old retired couple came out of a downtown store to find a policeman writing a parking ticket. “Come on officer, give an old man a break” he said. Without saying a word the policeman stuck the ticket under the windshield wiper and started walking away.

Remembering all the salty language he learned in the Navy the old man let the policeman have it. After a few minutes of this the policeman wrote out another ticket for the cracked stop light lens and an expired registration. That really set the old guy off, giving the officer a real piece of his mind.

The policeman finally walked off in disgust. With that the old man turned to his wife and said “we better hurry there’s our bus”.

Just got to love them.

We have Changed a lot in 63 years

For the first 35 years in business we were known as the carburetor and electric specialists. For the last 25 years we have had to adjust that reputation a little. We are still electric and electronic specialists but cars don’t have carburetors anymore.

Every week someone is in with some kind of problem and just happens to say, “When you’re done , I need to take it someplace else to have the brakes looked at”. This isn’t necessary because we can do that here while we are doing their other service. They just didn’t know we did those “normal” service things. Why take your car to many different places for different service needs, when we can handle it all here at Boradori’s.

Our goal is to be your complete one stop service center. We’ve

always been a full service repair shop but a lot of people just don’t think of us for **NORMAL** service repairs such as...

- * FRONT END ALIGNMENTS
- * BRAKES AND TIRES
- * 30K—60K—90K SERVICES
- * TRANSMISSION REPAIRS
- * MAJOR ENGINE REPAIRS
- * SMOG/ EMISSIONS TESTING
- * LUBE, OIL & FILTER SERV.
- * AIR CONDITIONING SERV.
- * COMPUTER DIAGNOSTICS
- * TIMING BELTS

****We can do all of the above and MORE!!****

***How about 6 months same as cash (OAC)**