



AJR Automotive

Autumn 2004 NEWSLETTER



Tony Ruddick

Hassle Free Winter Motoring

Colder weather means your car is working harder and in adverse conditions. Here are some easy things you can do to make it safer travelling at this time of the year.

- Regularly check your oil, water and tyre pressures.
- Check the tread on your tyres.
- Ensure wiper blades and washers are working properly.
- A few minutes warm up in the morning gets the heater / demister happening.
- Autumn is the perfect time for an engine tune up from us. Call Now!



New Vehicle Handbook Servicing

"You won't lose your warranty"

We are kept very busy performing Factory Handbook Servicing, and people love it!

Many of our clients who have updated to new vehicles justifiably complain of big busy dealerships that give only



token service, poor value for money and questionable workmanship. Your Warranty remains valid when you allow us to service your new car according to the handbook. We stamp the book and provide unbeatable value and service.

Our community's automotive future

Special Guest
Peter Brock

Maroondah
Automotive
Project
Launch

The Maroondah Automotive Employment project seeks to develop an on-going program that will address the issues of skill shortages in the automotive industry in the City of Maroondah.



The project will focus on changing the perceptions of young people, educating their parents and creating entry for young people into the automotive industry. Specifically the project objectives are to:

- Co-ordinate industry sponsored student teams in a Grand prix event.
- Increase the number of work experience and work placements from local schools.
- Increase the number of apprenticeships in the area.
- Use industry leaders to promote the sector by speaking at seminars and touring local businesses.

* Tony will be speaking to interested people at council offices and conducting tours of the workshop to introduce an automotive environment.

If the badge fits . . .

The range of explanations for the designs of car badges, both humble and famous, goes from beautifully simple to tortuously complex.



ALFA ROMEO

Are the red cross and crowned serpent devouring a human figure a warning to Alfa Sud owners who might complain about their front wings falling off? No, the symbols are the coat-of-arms of the city of Milan and related to the Crusades, hence the cross. The figure being eaten is a child or a Saracen, depending on who you listen to.



AUDI

The four rings of Audi represent the four companies of the Auto-Union consortium of 1932 – DKW, Horch, Wanderer and Audi. After the war the Audi name – which is Latin for heart – disappeared, but was revived in 1965, using the four rings as a logo.



BMW

The BMW roundel is a stylised, rotating airscrew – the blue representing the sky. That's right – Bayerische Motoren Werke built military aero engines for the planes that bombed the British factories that they now own. It's a funny old world.



CITROËN

You might imagine the forward-pointing chevron pattern symbolises Citroën's forward-looking, advanced approach to engineering. But no. André Citroën started in the motor trade by building gear wheels, and the twin chevrons are meant to represent gear teeth.



FERRARI

The prancing horse was originally the emblem of Italian WW1 flying ace Francesco Baracca, whose parents persuaded Ferrari to adopt the symbol of their late son for his racing Alfas.



FORD

Mr Ford's right hand man, Harold Wills, earned money printing business cards in his teens, so when Henry was looking for a logo in 1903, Harold dusted off his old John Bull printing set. The typeface was the one he used for his own cards. The oval appeared in 1912, and blue was added for the Model A in 1927.



FIAT

Fiat used the five-bar logo on the Uno in 1982, after design chief Mario Maioli – driving past the Mirafiori factory in fading light after a power cut – saw the giant FIAT logo. He did a quick sketch: five bars represented the spaces he saw between the letters.



HOLDEN

Holden's badge incorporates a lion with its paw resting on a sphere. In one sense, the sphere may be the earth, emphasising GM's world-girdling business. However, behind the lion and the ball is a pair of wings arranged vertically like the feathers on the head-dress of the Pontiac Indian chief whose name was taken by GM for one of its car lines. Holden people also say primitive man invented the wheel while watching a lion rolling a stone.



MASERATI

Like Alfa, the Maserati badge is mere municipal pride – the trident is the traditional symbol of Bologna, where the cars were originally made.



MAZDA

The Mazda logo is more than just a stylised tulip. Developed by Rei Yoshimura, a world renowned corporate image-maker, the V represents out-stretched wings, and – in Mazda's words – "the creativity, the sense of mission, the gentleness and flexibility that are Mazda". Never knew there was so much in it.



MERCEDES-BENZ

Mercedes-Benz's three-pointed star represents its domination of the land, the sea and the air. It was first seen on a Daimler in 1909, and was combined with the Benz laurel wreath in 1926 to signify the union of the two firms. The current plain ring enclosing a star was first seen in 1937.



MG

MG simply stands for Morris Garages, which offered its first special-bodied Morris cars for sale in England in 1923 after its keen sales manager, Cecil Kimber, steered the company towards producing its own vehicles.



MITSUBISHI

Mitsubishi has been in Australia for just a few decades but it built its first car in 1917. The company goes back to 1870, when it built its first ships – the three diamonds represent a ship's propellers.



NISSAN

The red circle symbolises the rising sun and sincerity, and the blue represents the colour of the sky. The concept behind the mark is the proverb, "Sincerity brings success".



PEUGEOT

What's the connection between Peugeot and the Statue of Liberty? One of the earliest Peugeot models was known as a Lion Peugeot, which adopted the lion emblem of the city of Belfort, where it was made. Bartholdi, the sculptor responsible for the Statue of Liberty in New York, also takes credit for Belfort's lion.



PORSCHE

The Porsche badge is essentially the coat of arms of the city of Stuttgart, which was built on the site of a former stud farm – hence its heavy concentration on the horse. The antlers and red and black stripes were taken from the official arms of the Kingdom of Württemberg.



RENAULT

The Renault diamond started out as a bonnet emblem. The horn lived behind it, and from 1922 the centre of the badge was cut out to allow the sound to escape. It started out circular and became a diamond shape in 1924.



ROVER

Rovers are folk who rove about, rather like Vikings – hence the Viking ship emblem that has been used on Rovers in various forms since the beginning.



SUBARU

Subaru was the first Japanese car company to use a name derived from its own language. It refers to a group of six stars – also known by its original Japanese name of Mutsura-boshi – in the constellation of Taurus. We'd know them as Pleiades.



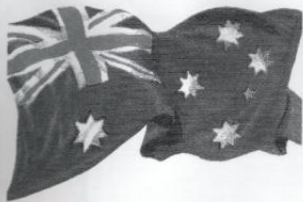
TOYOTA

The Japanese have a bit of a weakness for mad badges. Hence the current Toyota symbol that looks like a cowboy in a big hat, but is actually three ellipses depicting the heart of the customer, the heart of the product and the ever-expanding technological advancement and boundless opportunities that lie ahead.



VOLVO

Volvo means "I roll" in Latin, and the arrowed circle is merely the conventional map sign for steel – Sweden's most famous industry before IKEA came along.



How Australian is your car?

The Falcon was originally a US product.

The Commodore was adapted from a German-designed Opel Rekord, which was part of GMs' global large car program.

Camry is a Toyota world car that had much of its development done in the US and Japan.

And the Magna came from a four-cylinder, mid-sized, Chrysler-built, Mitsubishi-designed Japanese Sigma.

But these days all are considered Australian products, with the measure being the amount of local content on a cost basis.

Ford claims the highest, with between 85 and 90 percent. The big-ticket import items are glass, which is sourced from China; some steel and main audio components, which come from Japan; the V8 engine, which is built in the US; and the manual gearbox for some sports models, which comes from Mexico. No great surprise that in sourcing the best, Ford looked to Italy for its Falcon horns.

Holden is not willing to disclose the local content of Commodore because it says there are many ways in which it can be measured. Suffice to say that the "majority" of the car is locally sourced, with the main import items coming from North America, including the V8 engine from Canada, manual gearbox from Mexico and the auto transmission from the US. Some steel is from Japan, the audio systems are made in Malaysia and the lights come from Korea.

Toyota's latest-generation Camry has the highest local content of any Camry built here, at about 75 percent. Apart from some tyres from Thailand, all the other imported components come from Japan, such as the V6 engine and both manual and automatic transmissions. Steel and tyres for some models also come from Japan.

Mitsubishi sources most of its imported components from Japan, with local content on the Magna/Verada range averaging about 75 percent. The main import items are manual and auto transmissions, some steel, a few suspension components and some tyres for particular models.

Peugeot milestone

The four-millionth Peugeot 206 has rolled off the line in France, though that's still relatively modest compared with the million Beetles made by Volkswagen.

Morgan start date

Production of the Morgan Aero 8s (below) for Australia begins in July, and the local importers are expecting a strong response from customers prepared to commit a basic \$1000 deposit to ensure a car. The first deliveries are not expected until next year, which will give buyers plenty of time to find the rest of the 15 percent deposit on cars that will cost \$230,000-\$240,000 by the time they are built in Britain and landed by Morgan Cars Australia.



Romeo and Giulietta

The first name used on an Alfa Romeo car, Giulietta, is about to celebrate 50 years with the Italian carmaker. The event will be marked by a birthday party in Milan on May 15, where the guests of honour will be every model that has worn a Giulietta badge – a name suggested by Italian poet Leonardo Sinigalli.

Fireproof Lincoln

Rich Americans' security fears have Ford rushing to produce an armour-plated version of its luxury Lincoln Town Car. Ford expects to sell about 300 of the cars a year – despite a price that's three times that of a basic Town Car – by promoting its ability to withstand fire from assault rifles and machine guns.

Zooming stars

The next series of *Australian Idol* on Channel 10 will offer a little Zoom-Zoom for the successful singers. All finalists will get to drive Mazda cars, while the winner keeps the latest turbocharged Mazda MX-5 SE, and the runner-up a Mazda3 SP23.



Honda's Jazz festival

The Honda Jazz (above) is the most satisfying car in Britain, say 37,000 readers of *Auto Express* magazine. The Jazz was the only car to score a satisfaction rate above 90 percent. It also rated first for practicality, build quality, reliability and running costs.

AJR Automotive Phone: 9725 0280
9/3 Coolstore Road, Croydon 3136, Victoria, Australia



If undelivered, please return to:

AJR Automotive

9/3 Coolstore Road Croydon 3136
Victoria Australia
Phone: 9725 0280



vic roads 

BUYING A CAR?

We can:

- Do a pre-purchase inspection for you at the workshop.
- Provide you with a roadworthy certificate.
- Issue you with the transfer forms and other Vicroads information.
- Ask us! We may know of a client selling.

SELLING A CAR?

We can:

- Do the roadworthy test so you know the realistic price to sell.
- Provide free your vehicle's service history, reprinted for you.
- Tell us! We may know of a buyer.

Buyers splash on safety

It seems new car buyers are more prepared than ever to dig into their pockets when it comes to paying extra for safety.

Subaru says about 50 percent of Liberty buyers are paying the extra \$2500 for the side and curtain airbags that come as part of optional packs.

Mazda, too, claims that 36 percent of buyers of the entry-level 3 small car are splashing out on the \$1200 option for side/curtain airbags and anti-lock brakes.

WRONG!



RIGHT!



- All loads must be appropriately and properly secured to trailers.