



151 YEARS

Reynolds' In Review

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ISSUE 3

SUBARU BADGE OF OWNERSHIP

Show off your Subaru pride with the Subaru Badge of Ownership! The Subaru Badge of Ownership is a **free** gift from Subaru to every Subaru owner. It is a way to show off your personal interests and hobbies that comes with an adhesive backing that is easily applied to your Subaru. The center of the badge shows the number of Subaru vehicles you have owned. The Badge of Ownership can be personalized with different icons that reflect your interests and activities including snow and outdoor sports, the environment, music and the arts, high mileage vehicles, animals, and love. Subaru owners can request their free Badge of Ownership online at www.subaru.com/badgeofownership or you can request one in the Reynolds' showroom!



GUESS WHO!

Can you guess who these two young fisherman are? For the answer, flip to the second page of the newsletter.



UPCOMING HOLIDAY EVENTS

Lyme Cub Scouts Pack 32 will be selling fresh local Christmas trees for only \$40 each at the Lyme Grange, directly across from the dealership **December 11th-12th**, and **December 18th-19th**. Stop in from 9am to 5pm to get your Christmas tree and to support local scouting.

Have breakfast with Santa! On **December 19th** the Lyme Fire Company will be having its annual Breakfast with Santa! Bring your family and enjoy the magical holiday breakfast.

From **November 20th through January 9th** the Florence Griswold Museum will host "The Magic of Christmas Celebration." The exhibit will feature Fantasy Trees, the iconic Palette Tree, and also historic Christmas decorations so visitors can experience Christmas just as it was 100 years ago.

The Connecticut River Museum will begin its 17th Annual Holiday Train Show on **November 26th**. Local artist and Reynolds' customer Steven Cryan designed the exhibit. Stop in to see the family fun Holiday exhibit that has been revamped and is better than ever!

LAST CALL FOR WINTERIZATION!

Last call for all you bass boat owners who still want to get your boats winterized for \$99.00 plus parts. This special is good for all V4 and V6 2 stroke or 4 stroke outboards, and it expires on **December 24, 2010**. Call to make your appointment today!

ALL IN THE FAMILY: CELEBRATING 15 YEARS OF FAMILY BUSINESS IN CONNECTICUT

This year is the 15th anniversary of the UConn Family Business Program. Each year the program honors family businesses that have made significant positive contributions to their communities while nurturing and growing their businesses. Reynolds' Garage & Marine, Inc. has been honored twice by the UConn Family Business Program. The first time was in 1996, where they were a finalist for the award, and then ten years later, in 2006, Reynolds' won first place in the competition. We would like to congratulate the UConn Family Business Program on its fifteenth year of existence and dedication to its members. To help commemorate their 15th anniversary, the UConn Family Business Program has teamed up with The Hartford Business Journal to produce a limited edition book about the program itself and the family businesses that have been honored over the years. A scholarship will be set up as well to assist family businesses that might not otherwise be able to participate in the program. Copies of the publication will be distributed across Connecticut, being released at the 2010 Family Business of the Year Awards in December. Since quantities of the book will be limited, the UConn Family Business Program & The Hartford Business Journal will also be putting together a digital version which will be accessible through the internet.



SUBARU ADVANTAGE INSURANCE PROGRAM

We are pleased to announce that Liberty Mutual Insurance has entered into an agreement with Subaru of America and the Subaru Owners and Drivers Association to form a program that will provide automobile and homeowner insurance products to Subaru drivers. The program is available to 1.7 million Subaru owners in the United States, in all states except Alaska. Enjoy the benefits designed specifically for Subaru drivers including:

- ◆ **10% discount on auto insurance**
- ◆ **Towing**—to your nearest Subaru dealer
- ◆ **New Car Replacement**—If your new Subaru is totaled in the first two years of ownership, and within the first 30,000 miles, you'll get a brand new Subaru.
- ◆ **24-Hour Emergency Roadside Assistance**
- ◆ **Genuine Subaru Replacement Parts**
- ◆ **Bicycle Replacement**—If your bicycle is stolen from your Subaru, we'll pay for the loss of the bicycle and your deductible will be waived



To take advantage of this program please contact Marissa Ross at Liberty Mutual
 Phone: 860-659-4111 x50288 Email: Marissa.Ross@LibertyMutual.com
 Web site: www.libertymutual.com/marissaross

Liberty Mutual is a Fortune 100 company and provides full lines of coverage for private passenger automobiles, homeowners, valuable possessions and personal liability. Liberty Mutual has the industry's most sponsored voluntary auto and home insurance benefits offered through more than 10,000 affinity group relationships, including employers, credit unions, and professional and alumni associations.

DOG TESTED, DOG APPROVED



At the end of the summer, the Freeman family traded in their Forester for a new Outback. I think it is safe to say that everyone loves the Outback, especially the family dog Inuk! Thank you to the Freeman's for letting us share this great picture with all of you. Does your dog need a new ride? Come in and see us!

Answer from Guess Who?

The two young fisherman from the photo on the front page are Reynolds' Garage & Marine's very own Tom Reynolds & Chris Evans. The picture is of the boys fishing in the Hamburg Cove in the summer of 1982!

SAVE THE DATE!

Remember to mark **June 11th, 2011** on your calendar. That is the date of our Third Annual Customer Appreciation Bass Tournament at Haddam Meadows. There will be prizes for the top finishers, giveaways and a free barbecue! We hope to see you there!

SUBARU SERVICE NEWS

We always hear from customers that they think “as long as I have enough oil in my engine, everything is fine.” Having the right amount of oil in your engine is no longer enough to ensure proper engine function. The type of oil used in your engine is also very important. In fact, all 2011 Forester’s now require synthetic motor oil. Synthetic oil has been around for quite some time, and many different vehicle brands have been using synthetic oil for years. Subaru has decided to make that switch now, and in doing so has developed their own line of Synthetic Motor Oil. You may wonder why? Or, what is wrong with my old oil?

Subaru Synthetic Motor Oil outperforms conventional motor oil in a variety of ways. For starters, synthetic motor oil provides better protection against oil breakdown, which keeps your engine running cleaner and longer. In addition, the protection against varnishing and engine deposits is also greatly reduced when synthetic oil is used. The synthetic oil also provides better lubrication and while it reduces the wear on your engine it also optimizes fuel economy, which we know is important especially with gas prices on the rise. Synthetic oil does not burn off as quickly as conventional motor oil does, so you will not lose as much of it to evaporation. The reason Subaru has decided to switch to Synthetic Motor Oils is because of the ever changing technology of the automobiles themselves. As the vehicles become more advanced, the way we care for and maintain them need to evolve with those advancements. The Synthetic Motor Oil may be used in any year and any model Subaru, and after the first oil change at 3,000 miles, the oil only needs to be changed every 7,500 miles! If you have any questions about Synthetic Motor Oil please do not hesitate to ask us!

With winter right around the corner it is critical to have your tires inspected for tread life. Your Subaru’s tires are the most important safety item and ensure good drivability in the winter weather. At the same time we check your anti-freeze, and inspect your battery, which also helps to maintain optimal performance in the cold and snow. Please call us to schedule your appointment so you’re not left out in the cold!



NADA CHARITABLE FOUNDATION

Since 1975, the National Automobile Dealers Charitable Foundation (NADCF) has been raising money to donate to various organizations involved in emergency services and educational services. NADCF has raised roughly \$10 million dollars from new-car and truck dealers since its inception. One of the ways NADCF gives back to communities is through its Ambassadors Program. Gary Reynolds is one of the NADCF Ambassadors. Once you become an Ambassador, every three years NADCF will present grants of at least \$1,000 to the organization of the Ambassadors choice. This year, through NADCF, Gary made a \$2,000 contribution to the MacCurdy Salisbury Educational Foundation the Lyme portion, and another \$2,000 contribution to the Lyme Ambulance Association.



UPCOMING WINTER BOAT SHOWS

If you are looking for a new boat, some accessories for your current one, any type of marine electronics, or are just interested in all things marine, then you should come check out the upcoming boat shows that Reynolds’ will be attending! First, on the weekend of **January 28th-30th 2011**, we will be at the 42nd Annual Connecticut Marine Trade Association Hartford Boat Show at the Connecticut Convention Center, in Hartford. There will be a large selection of fishing boats, center consoles, and even luxury cruisers, as well as fishing gear and boating accessories. Then, from **February 10th to the 13th 2011**, we will be at the Eastern Fishing & Outdoor Exposition, at the DCU Center in Worcester, MA. Admission is \$12 for adults, \$3 for children, and free for children under age 5. One dollar of every adult ticket sold will be donated to the Keep America Fishing Foundation. For more information on the upcoming boat shows, you can visit their websites, www.ctmarinetrades.org/boatshow/ for the Hartford show, and www.sportshows.com/worcester/ for the Worcester show. We hope to see you there!

THANKS FOR SUPPORTING THE BOYSCOUTS

Every year during the Hamburg Fair, we clear out our parking lots and let the Boy Scouts use the grounds to raise money. This fair season was no different! Once the lot was cleared the Scouts took over and began directing fairgoers on where to park and they also collected a parking fee. This year the Scouts were able to raise a significant amount of money from Hamburg fairgoers.

REYNOLDS HAS A NEW NEIGHBOR

You may have noticed a change in the building located right next to our dealership. Dr. Gita Safaian, also a Reynolds’ customer, has opened up Hamburg Cove Endodontics in the building right next to H.L. Reynolds’ General Store. We would like to welcome our new neighbor to the area! You can reach Dr. Safaian at (860) 434-7434 or via email at 248endo@gmail.com.



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

WELCOME ANDY TO MARINE PARTS & SERVICE



We have a new Marine Parts and Service Manager, and his name is Andy Barter! Andy comes to Reynolds with over 15 years automotive parts experience. He joined Reynolds for the change of pace and to get into the boat parts industry. He was born in FL and raised in CT and currently lives on Amston Lake with his wife Jen, daughter Samantha, and 2 dogs Mac and Harley. In his spare time Andy plays and tests video games and writes reviews on them. He is also an avid motor cycle rider and enjoys participating in many different charity rides throughout the year. Andy is also a huge NASCAR fan, his favorite driver is Tony Stewart. He is a gear head and enjoys anything that goes fast and he has built some muscle cars with his father for drag racing.

SUBARU SALES-MIKE SHARRIO



We would like to welcome Mike Sharrio to our Subaru Sales team! Mike joined the Reynolds' team because he wanted to sell a product he believes in. Mike is a Subaru enthusiast, he currently is driving his third Subaru. He was born in Boston and raised in northern New Hampshire. Mike came to Connecticut when he was in the Navy. He now resides in Oakdale with his wife Lauren, their two cats Odie and Rocky, and their Beagle, Sadie. Mike is an avid outdoorsman and also enjoys cooking and writing. He still plays and coaches hockey and lacrosse. Mike is also a Boston sports fanatic, he loves the Celtics, Red Sox, Bruins, and Patriots. Please join us in welcoming Mike to Reynolds'!

WISHING YOU A SAFE AND HAPPY HOLIDAYS FROM THE REYNOLDS' STAFF

Everyone here at Reynolds' Garage & Marine, Inc. would like to wish you a safe and happy holiday season. For many years instead of sending out individual greeting cards to our customers, we make a donation to a local charity. This year we will be donating to the Lyme Old Lyme Youth Service Bureau Holiday Giving Program by adopting two families that are in need. Last year the two communities assisted 81 children and their families with this program. We will have collection boxes in each of the three Reynolds' buildings for donations of winter items, toys, blankets, gift cards (gas cards as well as Big Y, Stop & Shop, Target & Wal-Mart gift cards) and anything else you can think of that will make someone's holiday a little happier. If you would like to adopt a family please contact Mary Sneider at 860-434-7208. Thanks again for helping us help others.