

We sincerely value all our customers and prospective customers and we appreciate your subscription to our monthly Center Lines newsletter. We also value your feedback. Please reply if you would like to share comments or questions.

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# CENTENNIAL

## LEASING & SALES

*"Your BEST automotive buying or leasing experience"*

CENTERLINES



Dear Kurt,

Hello and welcome to the April edition of Centerlines. Spring is in full effect and hopefully April showers or snow storms will bring May flowers. Plus, we could use the moisture!

In this month's issue I begin one of many future segments discussing how, as an auto broker, I find and locate cars for my clients. In the current issue I will talk about the Used Car Factory. What is it and how do I use it to get you the best car for the best price? I will also go over what your car says about your personality. What you drive can say a lot about you. Don't forget to answer the trivia question to put yourself in the drawing for a \$100 gas card.

As always, please remember, **I can get you ANY CAR** - whether it be new, used, something from the national auctions, my inventory or any other dealers' inventory. I have a network of buyers nationwide that work with me at the wholesale level to get me the right car and the right price for you. All it takes is a simple call or an email to get things started!

**Please feel free to share this newsletter with anyone you know (co-workers, neighbors, friends or family) that may be in the market for a new or used car.**

- Kurt and Joan Schlaefer



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Kurt graduated from the US Air Force Academy in 1970 and married Joan under the sabers the very next day.

"We've owned several businesses and worked together since then to raise a family. We've enjoyed helping clients and their referrals find new and used quality vehicles to lease or own since 1990. We find "CARS FOR PEOPLE" not people for cars".

## What Your Car Says About Your Personality



You think your car is just transportation? You're wrong! Whether you buy a red convertible or a pickup truck, a big minivan or a Beetle, Dr. Charles Kenny says that car says a lot about a person. "It's a reflection of who you are," said Kenny.

Kevin Washington drives a BMW Z3. "The Z3 is a very smooth car, and the owner is a very smooth guy," said Washington.

Dr. Kenny is a consumer psychologist who studies car buyers and those needs -- like power, control, status, independence, stability, intelligence. "The specific type or brand of vehicle that they buy is a way to fulfill an emotional need," said Kenny.

Ilene Griff drives a 2005 Toyota Prius. "I think my car says that I am an intelligent consumer, that I care about the environment, and now that I am part of a cult, which is the Prius generation," said

Griff.

[What Does Your Vehicle Say About You?](#)

## Used Car Factory



Welcome to my first installment in our "Used Car Factory" series. This month I'm going to tell you all about the auto auctions.

I'm sure you've all heard of the auto auction before, but do you really know how it works and how my ability to get you a vehicle at auction benefits you? Let's delve in! First, how it works.

The auction is where 80% of dealers/brokers receive their used inventory. It also gives me, your broker, opportunities to find the best value for your needs without the overhead of most dealers.

It is truly an actual auction - auctioneer sitting up high with the seller's representative on hand to consider any bids that may be below the set minimum. Most sales have between 5-15 auctioneers going at once. Controlled chaos is the term that comes to mind! Generally on any given auction day, 500-3000 vehicles go through the sale. These vehicles will include those off-lease, off-rental, retired company/ fleet cars, repossessions or trade-ins that a dealer may not keep.

[Show Me All of the Details of an Auto Auction](#)

## Featured Car of the Month: 2008 Hyundai Azera Limited Sedan 4-Door



The Hyundai Azera, the Korean automaker's premium sedan, is now entering its third season, and the accolades are still rolling in. For the second year in a row, Azera scored a first-place finish in the J.D. Power and Associates Automotive Performance, Execution and Layout (APEAL) Study, and in its Strategic Vision Total Quality Award. That's after landing a second-place (but still ahead of the Toyota Avalon) in Power's 2006 Initial Quality Study. Limited (\$28,550) now comes with a

power tilt-and-slide sunroof and 10-speaker Infinity premium audio, in addition to leather-trimmed seats (heated in front), simulated leather inner door trim, heated outside mirrors with power fold-away, an electroluminescent gauge cluster, power rear sunshade, and other upgrades. The Limited model comes standard with the larger engine. The Hyundai Azera is comfortable and offers near-elegant transport. The upholstery, the dash covering, the carpet, are all top notch. Even the fabric headliner is a cut above the standard mouse fur. Gaps between the bits and pieces of plastic and other materials are impressively tight, earning high marks for fit and finish. The glove box and storage cubbies are of good quality. All hinged fixtures, from glove box door to roof-mounted grab handles, are damped for smooth, quiet operation.

[More Details](#)

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### About Us

Centennial Leasing & Sales was established in 1984 and is still locally owned and operated.

Today, we are the regional leader in vehicle sales and leasing and one of the largest independent auto-buying organizations in the country.

We've helped thousands of customers in the Rocky Mountain region buy or lease their vehicles.

We're committed to saving you time and money. We'll handle everything from finding you the vehicle you want to delivering your car anywhere in the United States.

We take the confusion and hassle out of the buying or leasing process. When you're ready to acquire your next vehicle, give us a call.

### Play Auto Trivia!

**Who invented the intermittent windshield wipers?**

- A. Robert Kearns
- B. Ford Motors
- C. Chrysler Motor Corp.
- D. Mary Anderson

## Featured Premium Car of the Month: 2007 Lexus GS350 AWD/NAV



The 2007 Lexus GS makes its mark with sense as well as speed, restraint as well as luxury. Although it's easy to think of it as an alternative to Audi, BMW and Mercedes-Benz, the Lexus GS embraces an entirely different set of values. The all-wheel-drive models feature a fast-acting, clutch-type center differential that sends 70 percent of the power to the rear wheels under normal circumstances to help foster the dynamics of a rear-wheel-drive car. When wheel sensors detect

slippery road conditions, as much as 50 percent of engine power is diverted to the front wheels to increase the car's overall traction on the road. We should all live in houses appointed as well as the Lexus GS. Open any one of the four doors (you've got standard keyless entry, so don't worry about having to unlock the car), and you're greeted by stainless-steel scuff plates, the scent of leather and cut-pile carpeting, and the gleam of highly burnished hardwood trim.

[More Details](#)

## Featured Lease of the Month: 2008 Toyota 4Runner SR5 Sport Utility



- \$399.61 per month, W.A.C.
- 12,000 miles per year
- 48 Month Lease
- \$1650.00 cap reduction

The Toyota 4Runner is a rugged SUV with impressive off-road capability. A full-framed truck with a solid rear axle, plus the latest in off-

road electronics, the 4Runner delivers everything it promises. It's the cowboy without the rhinestones, the genuine article in a market saturated with station wagons posing as off-road adventurers. Yet the 4Runner is no rough rider. It's quite comfortable around town and on the highway, with a nice ride quality, almost luxurious. An optional linked shock-absorber system called X-REAS further improves handling in sweeping, high-speed turns. The 4Runner is noted for its quality construction, durability and reliability. If your weekend involves driving over rugged, punishing terrain, yet you want a vehicle that won't punish you in everyday use, the Toyota 4Runner is an excellent choice.

[More Details](#)

In Closing,

Our commitment and pledge is to treat you with the respect you deserve, offer you the resources you need to make an informed choice and do everything possible to save you time and money in the acquisition of your vehicles. Our philosophy of maintaining a consultant-based relationship with our clients makes every transaction easy, satisfying and worry-free. Please feel free to contact either one of us anytime to discuss your automotive needs.

Sincerely,



Kurt and Joan Schlaef  
Centennial Leasing and Sales

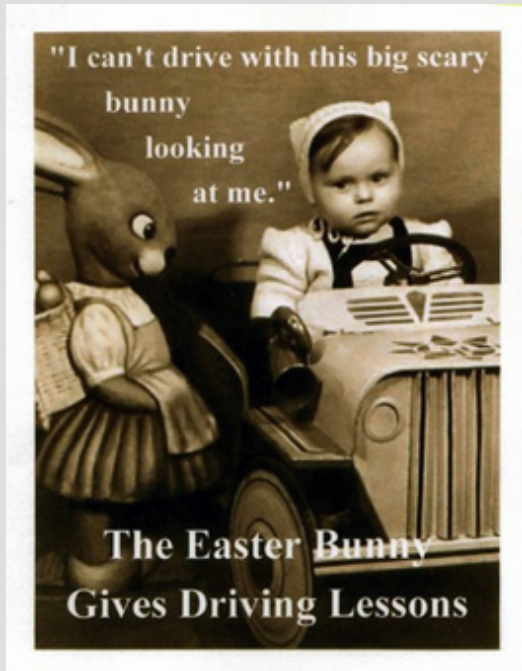
[Email us](#) a correct response and be entered in our drawing to win a \$100 gas card!!!

Contest Rules:

All responses must be received by 5 p.m. (MST), April 20, 2009. Only one entry per email address. The winner will be randomly drawn from the group of correctly answered email responses. Winners will be notified by email and they will be announced in the next month's newsletter.

GOOD LUCK!!

Congratulations to Caree Rahberg for knowing that the answer to last month's trivia question was "Back to the Future", and winning a \$100 gas card!



**Kurt and Joan Schlaefer**

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