

# Cottman Transmission and Total Auto Care

## SPRING 2017 NEWSLETTER



## SUMMER TRAVEL-SOME HI-TECH HELP

Summer is right around the corner and many of you may be planning to drive the family to a wonderful vacation spot. Below are some hi-tech gadgets and apps which may assist you on your way...Enjoy!

### COFFEE CUP POWER INVERTER

You and your gadgets have something in common: Sometimes they need a little jolt. While you can turn to the miracle of caffeine, your smartphone isn't so lucky. That said, you can adapt your need for beverage-induced speed to your gadgets via this Coffee Cup Power Inverter. It won't power you up for a long drive, but it will certainly keep your phones, gaming devices, DVD players, and other gadgets juiced, via two 120-volt AC outlets and a 2.1-amp USB port. It also features overload protection and the ability to nestle right into one of your car's cup holders for easy access.

### HOTEL TONIGHT

Love being spontaneous when you travel? Then you probably don't want to worry about booking hotel rooms in advance. Hotel Tonight is a free app that can hook you up with last-minute deals on hotels close to your location. You can even check out offers in cities you're about to visit. Available for iOS and Android devices, the app can even project deals up to seven days in advance, but only offers booking after 9:00 a.m.

### HARMAN KARDON ESQUIRE

This slick looking travel companion isn't your average Bluetooth speaker. The Harman Kardon Esquire can actually double as a portable conference system. Having that Bluetooth means that you can stream tunes wirelessly from any smartphone, tablet, or other compatible device. It has a pair of drivers and a built-in bass port to deliver Harman Kardon sound on the go. However, when it's time for business, the box also has custom two microphones and noise cancellation technology to make it sound like you're working away in a very business-like setting. Promising up to 10 hours of battery life, the Esquire even has a USB port so it can charge up portables in between business calls.

### FIELD TRIP APP

Why bother mapping out your trip when Field Trip can do it so much better? This free app for iOS and Android devices will actually alert you to when there's something super-cool nearby. It calls out everything from shops and restaurants to local history – sometimes literally.

Yes, it even has audible features and can interact with Google+, Twitter, and Facebook.



## WOMEN AND THE AUTO INDUSTRY

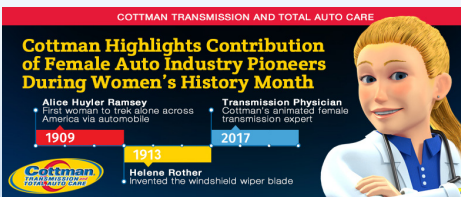
This past March, Cottman Transmission and Total Auto Care sent out a press release which highlights some of significant achievements by Women in the Auto Industry. I have included several paragraphs from this release.

Today's Cottman is a modern and forward looking organization servicing communities across the nation. Not bad for a 54 year old franchise.

**Cottman Transmission and Total Auto Care Highlights Contribution of Female Auto Industry Pioneers During Women's History Month** *Auto Repair Brand Spotlights Female Character into Online Video Series to Educate Car Owners*

Cottman Transmission and Total Auto Care has never been content doing things the same old way. The brand, known for transforming the typical auto care customer experience from stress inducing to honest and transparent, has also made it a point to prioritize diversity and community service in each of its markets. This sentiment is never more apparent than in its customer auto repair marketing – coinciding with Women's History Month (March), Cottman announced today a new video featuring its proprietary female automotive care expert, the Transmission Physician.

The release of this video, and the perpetuation of the Transmission Physician, is a subtle but meaningful acknowledgement to the contributions of women of the auto care industry. Building on the momentum of female automotive trailblazers such as Mary Anderson, who invented the windshield wiper blade in 1913 and Helene Rother, the first female automotive designer, Cottman's Transmission Physician plays an important role in the development of women's presence in the auto industry. She is an animated female transmission expert who debunks common transmission myths and shares specialized, transmission-specific advice to drivers everywhere.



## COTTMAN NOSTALGIA

Did you know that Cottman Transmissions and Total Auto Care started franchising in 1963 which makes us one of the oldest franchises in the country. I thought it might be fun to learn some facts from 1963.

**The Beatles recorded their very first full-length album "Please Please Me"**

The iconic rock band the Beatles recorded their very first full-length album during February of 1963 and early the entire album was recorded in one day. The album was titled *Please Please Me* after their single and featured a mix of original songs by Paul McCartney and John Lennon, as well as popular covers. Some of the most popular tracks from the album included "I Saw Her Standing There," "Love Me Do," and "Twist and Shout." It was released in March of that year and topped the charts in the United Kingdom for thirty weeks until it was replaced by another Beatles album, *With The Beatles*.

The Soviet Union launches the Vostok 6 spacecraft during June of 1963. The mission carried cosmonaut Valentina V. Tereshkova as she became the first woman in space. During the mission medical experiments were conducted to test the effects of space travel on a female body and live video of Tereshkova was broadcast on television in the Soviet Union. The flight also involved the Vostok 5 spacecraft which was also in space at the time. The two crafts flew together and communicated with each other by using two-way radio throughout the mission. The Vostok 6 was in space for 3 days, after which it came to an end and Valentina Tereshkova safely returned to Earth.

- Year End Close Dow Jones Industrial Average 762
- Average Cost of new house \$12,650.00
- Average Income per year \$5,807.00
- Gas per Gallon 29 cents
- Average Cost of a new car \$3,233.00
- Loaf of bread 22 cents
- Bedroom Air Conditioner \$149.95

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