



THE STARR SCOOP



STARR MOTORS

AS I SEE IT...

As of publication date, we will be 45 days into the third (3rd) quarter; August 15th. Whew, what a long, hot, dry summer we have had. The Christmas in July Sale was fantastic and put a little spunk in the sales team step! The service department was jammed with vehicles in need of repair. The temperature was horrendous, yet our temperament was well balanced. There just didn't seem to be enough hours in the day— but no matter the season, is there ever? Congratulations to all of our employees who persevered through the 100 plus degree weather and heat index. I hope we can survive the Dog Days of August and still go home at night knowing that we have done the best we could for our customers, ourselves and our dealership, Starr Motors.

I, for one, am looking forward to school starting back up. It puts my life back on a schedule and into some sort of routine. This is my last child, CJ's, senior year. This could be the last time I look forward to school starting but then again, I'm not so sure. School starting leads to Autumn, and with it comes cooler and shorter days. Also, Autumn normally leads to the introduction of the new car models and this year is no exception. Our new 2011 Jeep Grand Cherokee model is awesome! I know everyone here has seen it, but to see it is one thing, to drive it is another; and hopefully our previous and new customers will opt to OWN it! The features, the styling, the room and comfort are second to none. Please, if you haven't had a chance to ride or drive one, take a minute and do so. Starr Motors needs each and every one of us promoting the new Grand Cherokee. Take a look for yourself and you will see it *is* THAT great!

So, to introduce the 2011 Jeep Grand Cherokee and all our Jeep products, we will be hosting a Jeep Premiere Night event on September 22 from 4:30pm to 8pm. Light refreshments will be served. We urge you to attend and invite friends and family to the dealership. We need all the good-will ambassadors we can get!

Again, thanks to the whole Starr Motors family of employees for doing the right stuff and treating our collective customers to that One-of-a-Kind STARR TREATMENT. Until next time...

Clay White

VOLUME 1, ISSUE 3

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AUGUST 2010

Special points of interest:

- * Starr Motors 20th Anniversary - September 1
- * Oil change special in Service Department
- * Jeep Premier Night Event - September 22
- * Rental Department closed - September 6
- * Service/Parts Department closed - September 6

FOUR-STARR AUTO RENTALS

There are some new faces in our Four-Starr Auto Rental Department. Along with the new faces, we have implemented some new rules and revived some old ones. For instance, in our fleet, we have 2008, 2009 and 2010 vehicles. We also have a few vintage cars

and some 12 & 15 passenger vans. In order to rent a 2010 vehicle, you must have a *MAJOR* credit card (**not a debit or bank card**). For later models, you must furnish a copy of your most recent paystub showing six months of employment if you do not have a *MAJOR* credit card.

Our prices begin at \$23/day and top out at \$93/day. Please contact Wendy or Kelley to reserve a vehicle for business or pleasure. We also partner with the Service Department at Starr Motors to provide vehicles at a discounted rate to service customers.

STARR MOTORS

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*"Providing you the
most pleasurable
car-buying experience
since 1962"*

FOUR-STARR AUTO RENTALS

Tel: 757 539 0215

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Visit us on the web!
www.starrmotors.com

Getting to know you

Jennifer Capps

- 1) *How long have you worked at Starr Motors and what is your job?* I am a parts advisor and I have been working here for over six (6) years.
- 2) *What's the best part about working at Starr Motors?* Working with people that are truly like family!!
- 3) *What is your favorite vehicle on this lot?* I have more than one favorite... the Caliber & the Sebring.
- 4) *What is your #1 hobby?* My favorite thing to do is to go to or watch a NASCAR race.
- 5) *What is in your CD player right now?* I listen to the radio because there is no CD player in my car.

Quick to help a customer with her parts knowledge and amazing smile, Jennifer is truly an asset to Starr Motors. She is often spotted assisting elderly customers by moving their car or by fixing a fresh pot of coffee. Always ready to lend a hand, Jennifer is a valuable team player and we are grateful to have her here.

FROM THE SHOWROOMS

Come visit the friendly salespeople over in the used car showroom. We have many different makes and models of pre-owned vehicles in our inventory here at Starr Motors. Our selection includes both domestic and foreign. Ask one of our sales professionals about our certified pre-owned Chrysler Dodge and Jeep products with up to 80k miles Powertrain Coverage and other benefits; these are great bargains! Also, used car interest rates are the best they have been years. So, there is not going to be a better time to purchase a pre-owned vehicle than NOW!

The new car showroom is full of excitement with the arrival of the new Jeep Grand Cherokee! Stop by today to see the great selection of new Chryslers, Dodges, Jeeps and Ram Trucks. We have excellent rebates or 0% up to 72 mos. on select models, plus 5 yr. or 100,000 miles Powertrain Warranty on new cars, minivans, SUV's and select trucks. Come by and test drive the sporty Charger or the throw-back Challenger! They will bring back the excitement of driving again. Come in today and see one of our certified sales professionals to help you become a part of the Starr Motors family!

SERVICE AND PARTS

Our Service and Parts Departments are top-notch! You won't find a more dedicated group. Right now, the Service Dept. is offering a steal of a deal on oil changes - 4 oil & filter changes for only \$59.95! Can't beat that price or service! Also, fall is coming... don't be caught unprepared. Schedule an appointment now to have your tires checked and a courtesy vehicle safety inspection.

Need new wiper blades or floor mats? Our Parts Advisors can provide you with all of your automotive needs. Save \$10 off any set of 4 Mopar Floor Mats (slush or cloth). Quantity is limited, so stop in today for friendly service and a great deal!