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Auto Body and Car Wash

608.884.8923



Shane Oren
President

Message From The Shop

By the time you get this newsletter, hopefully spring is in full swing! The winter weather didn't seem to be too awful, but time to shed the coats, hats, boots and gloves and move into warmer days.

We finished out 2015 with a lot of accomplishments and proud additions to our staff that will allow us to continue to serve our customers with great quality repairs and customer service as we have in the past. We look forward to 2016 to be equally exciting with continued growth toward the future. The body shop has continued to stay busy this winter and all technicians, including myself, moving on the shop floor. We also are employing a paid intern from Madison College for the rest of the semester to help give the student a little taste of what a typical work week in a collision shop looks and feels like. Niky will be working with us at least until she graduates in May. We are excited to be able to give her this opportunity and assist in the training of a qualified technician in the auto collision

repair/refinish world. With our continued commitment to providing scholarships each year to a graduate moving into the automotive field, it is important to also get these students excited about working their way into a satisfying career. You will read about Alex Gosda, one of our scholarship recipients, later in this issue.

No doubt about it, technology is a great thing. However, there are times when the "old" fashioned way may be a better option. When vehicle damage is involved from an accident, taking the "old" fashioned route by visiting an auto collision shop to get a professionally written estimate and photos taken with a precise camera for submission to the insurance company is essential. Cell phones take great "selfies" and capture memories with family and friends, but usually don't get all the details and angles that an insurance company will need to pay out for the proper repair on your vehicle. Bottom line, if your vehicle needs repairing and you are filing an insurance claim, visit a collision shop to help you with the necessary information. This will protect you and the claim you are filing with the insurance company.

Stay tuned to 2016, we will have more exciting news to come!

Drive safely!
Shane Oren, Owner

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Quality You Expect...Service You Deserve!

Warm Your Toes and the Tip of Your Nose!

Can you imagine jumping in your vehicle in the morning on a cold winter day and not have heat on your way to work? It certainly wouldn't be a good start to the day. How fortunate we all are to have warm vehicles. Some are even fortunate enough to have heated seats and/or steering wheels! Think about those days of horse and buggy....brrrrr!!

When cars were first invented, rides in them could be downright chilly, especially during winter months. After all, these early-model vehicles were open bodied, so wind, rain and snow could whip around drivers and passengers. Glass windshields started to appear around 1907, breaking some of the wind, and motorists bundled up and put gas lamps in their cars to create some radiated heat. But, still! It was *cold*.

At the 13th National Automobile Show in New York, a mass production car debuted that was fully enclosed: the Hudson "Twenty," which was produced in Detroit, starting on July 3, 1909. Because this car was a warmer ride, 4,000 vehicles sold that year – this in spite of the cost of nearly \$1,000 (about \$26,000 in today's dollars; remember that car financing wasn't typically available to buyers). In 1910, Hudson built nearly 6,500 of these cars to continue to meet demand and, by 1925, Hudson was the third largest US car manufacturer behind Ford and Chevrolet.

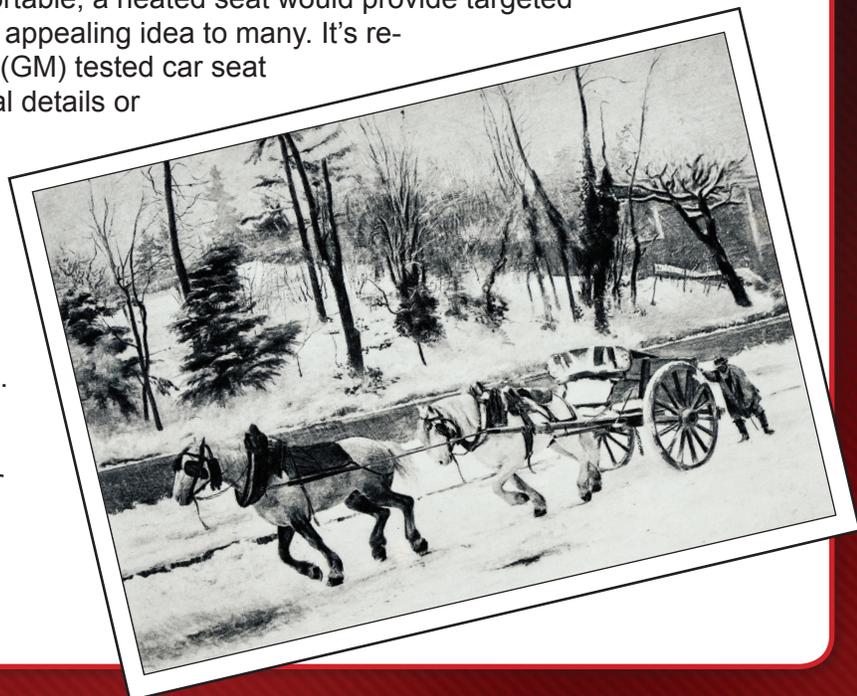
Although an enclosed car was warmer than an open-bodied, traveling was still a cold proposition in the winter. People tried to recycle exhaust fumes into their vehicles to benefit from small amounts of interior heat. This doesn't sound like a particularly safe idea, though, and it couldn't have smelled great, either. In 1929, a hot air heater was available in the Ford Model A. It took a while to fire up and it provided inconsistent engine-generated heat, but it had to be safer than inhaling exhaust fumes. In 1933, Ford installed the first in-dash heating unit: gas powered.

Meanwhile, General Motors created a heater that used redirected engine coolant, debuting the first modern heater core in 1930. Although improvements are continually being made in the auto world, this 1930 model is still the basis of what's being used today.

Although car heaters made driving far more comfortable, a heated seat would provide targeted heat to one particular body part – and that was an appealing idea to many. It's reported in many places online that General Motors (GM) tested car seat heaters in 1939 on select models, but no additional details or sources seem to be available.

In 1966, the Cadillac Deville came with the option of heated seats, along with two other luxury innovations: headrests and an AM/FM stereo radio. This option more closely resembled heating pads for the seats, rather than today's more sophisticated options, but at least they were warm.

The next time you jump in your vehicle and the weather outside is on the cold side, be thankful for an enclosed vehicle and the warm heat blowing to warm your toes and the tip of your nose.



Service You Deserve!



Alex Gosda - 2015 Scholarship Recipient

Remember Alex?

He was awarded an Oren's Auto Body Scholarship last May. Alex started Blackhawk Technical College in August and was proud to finish his first semester! He says college is a lot harder than high school and was a big adjustment to make. He is enjoying college and is back at it this semester. Alex shared his report card of passing grades and his new upcoming classes for the second semester and collected his scholarship money.

Best wishes for success, Alex!

Great Gift



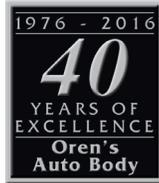
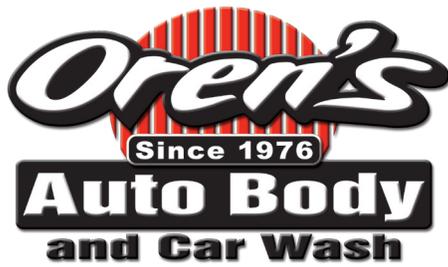
Give your friends and family something they really want and would appreciate....a gift certificate/card to Oren's Auto Body & Car Wash. A gift certificate will allow you

to choose an exact detail package or repair you would like to give. A gift card can be purchased for any amount from \$1.00 up. Your loved one chooses what to spend it on, car washes, detailing or put it toward the dent that they wanted to get fixed 3 months ago. A clean, well groomed and maintained vehicle always feels good and prolongs the life of the vehicle. And for yourself, no fighting the long lines at the mall and stressing about what to buy. Gift cards and certificates can be purchased any time of the year. A great choice for birthdays, anniversaries, Mother's/Father's Day, Christmas or just because. Stop in during business hours to purchase your gift certificates/cards and make someone's day cleaner and brighter!

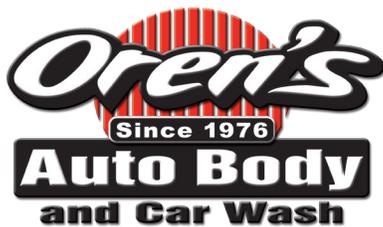
Slow-Cooker Zucchini Soup

- 1 T. olive oil (put in skillet to prevent sausage from sticking while browning)
- 1 lb. sweet Italian sausage
- 2 c. chopped celery (about 6 stalks)
- 2 lbs cut zucchini into about ½ inch slices (8 cups)
- 2 - 28 oz. cans untrained diced tomatoes
- 2 cut into strips or diced peppers of your color choice
- 1 c. chopped onion
- 1 ¼ tsp. garlic powder
- 1 tsp. salt
- 1 tsp. Italian seasoning
- 1 tsp. sugar
- 1 tsp. dried basil
- 1 tsp. dried oregano
- 6 T. grated parmesan cheese, or to taste
(I used ¼ to ½ cup)

Heat olive oil in a large skillet over medium-high heat until hot. Add sausage and cook, stirring and breaking up lumps until browned and crumbly, 8 to 10 minutes. Pour off grease. Add celery to sausage in skillet and cook, stirring occasionally, until celery is softened, about 10 minutes. Transfer sausage mixture to a slow cooker. Stir in zucchini, tomatoes (with juice), peppers, onion, salt, sugar, oregano, Italian seasoning, basil, and garlic powder. Cook, covered on low until zucchini is tender, about 6 hours.



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