

Catch the spring fever at Robertson Honda

FOR writers and poets, the muse has always struck them best during spring time, when snow starts to melt away and flowers start to bloom. For business owners, luck seems to strike them best during this time as it means more customers fresh from their winter solace and are now eager to spend their hard-earned money on something special. For those of us who are neither writers, poets or business owners, spring time may not be that exciting as it is a time where we have to stock more on anti-allergy medicines.

However, at Robertson Honda, there is a different kind of spring fever, a good kind of spring fever where you can get the best car deals you hope for.

At Robertson Honda, customers are always valued and provided with the best service all the time. This is the main reason why they received for two years in a row now (2007 and 2008) the Council of Excellence (COE) Award for their strong commitment to a rewarding relationship with Honda Financial Services (HFS) and as the No. 1 Filipino Honda Dealership in the San Fernando Valley.

The Robertson Honda team—composed of Danny Reyes, General Sales Manager; Mike Reyes, Desk Manager; and a Filipino Fleet Department—are always committed to give the highest quality of financial services to their customers.

Danny Reyes, the person behind the 10-people-strong Filipino Department, is faithful in giving the lowest possible monthly payments while making sure that the buyers get the Honda that they want and need. He also helped in establishing a strong foundation of Filipinos from various islands of the Philippines who are willing to serve every person that comes in. So whether you are Visayan, Bicolano, Kapampangan and so on—chances are, they speak your native tongue.

The Filipino fleet has definitely set a high stan-

dard when it comes to the car dealership business as more and more Filipinos in the San Fernando Valley area trust Robertson Honda over the others.

And Robertson Honda's service doesn't end when you finally get to drive home your vehicle. They have several programs that reach out to the community's needs, one of which is the Newly Graduate Program, which can help rebuild your credit by giving you a car even if you have a bankruptcy or repossession at a very minimal downpayment.

Meanwhile, Robertson Honda's Parts and Service Department headed by Joe DeRobertis is responsible for servicing your Honda vehicles and maintaining them at tiptop condition. Here you can relax and mingle with kababayans while sitting in their waiting area where coffee is complimentary, snacks and reading materials are within reach and a state-of-the-art plasma TV with hundreds of channels to choose from can kill your boredom before it even starts.

So catch the spring fever at Robertson Honda while you can, make the "Number One Filipino Honda Store" for 40 years your choice. Visit Robertson Honda at 5841 Lankershim Blvd. in North Hollywood, and experience quality service that will exceed your expectations. For inquiries,



Mike Reyes, Filipino Desk Manager



please call 1-800-813-3467 or log on to www.robertsonhonda.com.

(Advertising Supplement)



Obama says automakers need...

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The administration has not indicated plans to call back the loans on March 31, an option included in the Bush loan terms. Efraim Levy, an auto analyst with Standard & Poor's Equity Research, said the companies will likely need to come close to the terms of the loans.

"There's going to be grading on a curve," Levy said. "They've got to show a plan that's close enough to get it."

The loan terms call for debtholders to accept equity in the companies for two-thirds of the automakers' debt. GM owes roughly \$28 billion to bondholders, while Chrysler owes about \$7 billion in first and second-term debt, mainly to banks.

Also, the United Auto Workers union needs to swap equity in the companies for 50 percent of the companies' cash contributions into a union-run trust fund for retiree health care. GM owes roughly \$20 billion to its trust, while Chrysler owes \$10.6 billion.

Bondholders have been reluctant to go along with the cuts, saying they're being required to sacrifice more than other parties, but have been holding discussions about the changes.

The union has agreed to other terms of the loans, including work rule changes and reducing total hourly labor costs to be comparable to those at Japanese automakers with US factories.

On Capitol Hill, lawmakers who have talked to members of the task force in recent days said they expected the administration to provide additional loans to GM and Chrysler, but it would be the first in a series of announcements and carry strict conditions.

"This is a work in progress," said Rep. Gary Peters, D-Mich.

The president said the industry had been hamstrung the sharp decline in auto sales. Last year the industry sold 13.2 million new vehicles in the US, but the annual sales rate has dropped to around 9 million for both January and February. Obama said many Americans are struggling to get auto loans and are wary of big-ticket purchases as jobs disappear.

The president said even as the economy bounces back, Detroit can't focus on "trying to build more and more SUVs and counting on gas prices being low."

White House spokesman Robert Gibbs said Obama will announce his strategy for the auto industry before he leaves for Europe on Tuesday. The announcement is likely to come on Monday.

Gibbs said Obama still thinks US automakers build cars that Americans want to buy. Both he and the president own Ford Escape hybrids. "It's a nice car," Gibbs said. "It really is."

Mazda turns to gas engine to cheaply become green

TOKYO—Mazda officials played down the recent industry rush to produce hybrids, vowing recently to boost fuel efficiency through cheaper methods such as reducing the weight of regular vehicles.

Seita Kanai, a Mazda Motor Corp. director who oversees research and development, said even in 2015, the gasoline engine will account for nearly all autos around the world with electric vehicles and hybrids making up a tiny niche market.

He said improving the fuel-efficiency of gasoline engines, developing lighter car-bodies and reducing fuel consumption during idling are the challenges Mazda is taking up to make their models green.

"We see improving the mileage of the basic engine as our top priority," Kanai said at the Hiroshima-based automaker's Tokyo office.

Mazda Senior Managing Executive Officer Yuji Harada chided what he called a "brand-worshipping" Japanese market for not looking at the high costs of fancy technology.

"It's just a mood," he said of the interest in gas-electric hybrids.

The efforts at Mazda are not unique, and automakers with new hybrids are also working on greener gas engines and other less costly ecological measures.

Even Kanai acknowledged the arrival of cheap hybrids, such as Honda Motor Co.'s \$19,800 Insight, was a danger for Mazda, Japan's fifth-biggest automaker.

Toyota Motor Corp. is also expected to lower hybrid prices.

"We see that as a threat, and to be honest, we are really not sure what to do," he told reporters. "We don't have the strength to get sucked into a hybrid price war."

Worries have been growing about money-losing Mazda's future after Ford Motor Co., struggling under massive losses, sold 20 percent of its 33.4 percent stake in Mazda late last year. Ford and Mazda still have a partnership, including sharing ecological technology. (AP)

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THE FILIPINO DEPARTMENT

ALAN de DIOS
323.944.7840

SHEILA ISIDRO
818.572.4720

LIZA AVISADO
818.209.4526

EDWIN YU
818.720.6215

Call: 818.572.4719 1260 S. BRAND BLVD GLENDALE CA 91204