

It's going to be a weekend to remember at **Robertson Honda**

THIS weekend, we remember and have a chance to honor the men and women who became heroes of a great nation. It is also a time to gather together and look back on what we have accomplished as individuals, community and as a country.

For certain, the accomplishments we achieved as individuals make us worthy of great rewards. And what better way to reward ourselves than by finally having that dream car we have always hoped for?

This Memorial Day, huge savings await customers at Robertson Honda and it will no doubt be a weekend to remember. From May 21 to May 25, Robertson Honda is offering great plans for a New 2009 Honda Civic LX, a New 2009 Honda Fit and a New 2009 Honda CR-V LX.



Mike Reyes, Filipino Desk Manager

son Honda thought of these great packages for their customers. After all, Robertson Honda is the recipient of the 2007 and 2008 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. These are further proof of their commitment to serve their customers with unparalleled excellence.

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 ser-



vices to their customers. over the others.

And getting to drive home your dream vehicle does not mean Robertson Honda is done with you as their service continues and continues. 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 this weekend, let Robertson Honda make you remember them with their quality service and 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, please call 1-800-813-7257 or log on to www.robertsonhonda.com.

(Advertising Supplement)



Extended warranties add years to life of your car

Shop around for best deal if you expect to own vehicle FOR long time

DETROIT—Want to run your next car a little longer, without those unplanned repair bills?

You're not alone. More Americans are trying to milk more miles from their jalopies, especially in an economy that's leaking jobs faster than a punctured oil pan.

One strategy to consider is an extended warranty. Here's what you need to know.

Plan beyond 5 years

An extended warranty, literally extends the life of your current warranty, covering major repairs. The coverage kicks in after the manufacturer's original warranty expires. Generally, you have to purchase the extension before the original warranty expires.

It's also wise to look at reliability ratings and the cost of ownership over the life your vehicle to help gauge whether it is likely to need extensive repairs as it gets older.

Beware of padding profits

Before you make a purchase, be aware dealers will try to sell buyers an extended warranty because it's a high-profit item, said Philip Reed, senior consumer advice editor for Edmunds.com. There's a wholesale price for the warranty, based on the average number and price of repairs a vehicle might need, but he said dealership can markup the price.

When to buy

Generally, you have to purchase the warranty extension before the original warranty expires. Some dealers consider buyers ineligible for an extended manufacturer's warranty if they wait too long—say more than year—after the original car purchase.

What they cover

Be sure you know exactly what parts the warranty covers. Not all parts or situations—such as overheating—are covered. Some warranties cover only parts that break versus parts that malfunction due to wear and tear. Also remember a car's transmission is covered by a separate warranty. An extended warranty generally adds coverage time to components such as a fuel pump or ignition switch. (AP)

Spirit Honda: Aiming for lifelong customers

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customer choose the car best fit for them. For *kababayans*, they have someone in their department who speaks both English and Tagalog well. And even if Mel, who is Filipino, was born and raised entirely in the United States, he is still a Filipino at heart with the way he prioritizes meeting his customers' needs. Mel says that even with the tough times, they are still able to do good business because they have great financial plans available for their customers. "It's really up to us to help them overcome the challenges and ease the transition," he says.

Spirit Honda is one of the largest-selling dealerships in the US, with about 150 branches across the nation, and has been ranked as one of the best dealerships in the El Monte area. The Honda Accord and Honda Civic are popular choices among their buyers because of their fuel-efficiency, service and affordability. Mel says that Spirit Honda's goal is to become the No. 1 dealership in California by the end of the year, but he says he is confident they would reach this goal maybe even sooner, and customers will definitely agree.

So if you are looking into a wonderful automotive buying experience, visit Spirit Honda at their location at 3464 N. Peck El Monte, CA 91731. You may also visit their site at spirithonda.com or call them at their toll-free no. 1-888-811-7026.

(Advertising Supplement)

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<p style="font-weight: bold; color: red;">New 2009 Toyota COROLLA* All Models</p> <div style="display: flex; justify-content: center;"> </div> <p style="font-size: 1.5em; font-weight: bold; color: red;">\$2,000</p> <p style="font-size: 0.8em;">Factory Rebate Pocket your Rebate!</p> <p style="font-size: 0.7em;">Rebate available on a lease or a purchase</p>	<p style="font-weight: bold; color: red;">New 2009 Toyota CAMRY* (All Models excluding Hybrid)</p> <div style="display: flex; justify-content: center;"> </div> <p style="font-size: 1.5em; font-weight: bold; color: red;">\$2,000</p> <p style="font-size: 0.8em;">Factory Rebate Pocket your Rebate!</p> <p style="font-size: 0.7em;">Rebate available on a lease or a purchase</p>
<p style="font-weight: bold; color: red;">New 2009 Toyota Avalon* All Models</p> <div style="display: flex; justify-content: center;"> </div> <p style="font-size: 1.5em; font-weight: bold; color: red;">\$2,000</p> <p style="font-size: 0.8em;">Factory Rebate Pocket your Rebate!</p> <p style="font-size: 0.7em;">Rebate available on a lease or a purchase</p>	<p style="font-weight: bold; color: red;">New 2009 Toyota Matrix* All Models</p> <div style="display: flex; justify-content: center;"> </div> <p style="font-size: 1.5em; font-weight: bold; color: red;">\$1,500</p> <p style="font-size: 0.8em;">Factory Rebate Pocket your Rebate!</p> <p style="font-size: 0.7em;">Rebate available on a lease or a purchase</p>
<p style="font-weight: bold; color: red;">New 2009 Toyota SIENNA* All Models</p> <div style="display: flex; justify-content: center;"> </div> <p style="font-size: 1.5em; font-weight: bold; color: red;">\$1,000</p> <p style="font-size: 0.8em;">Factory Rebate Pocket your Rebate!</p> <p style="font-size: 0.7em;">Rebate available on a lease or a purchase</p>	<p style="font-weight: bold; color: red;">New 2009 Toyota YARIS* All Models</p> <div style="display: flex; justify-content: center;"> </div> <p style="font-size: 1.5em; font-weight: bold; color: red;">\$1,000</p> <p style="font-size: 0.8em;">Factory Rebate Pocket your Rebate!</p> <p style="font-size: 0.7em;">Rebate available on a lease or a purchase</p>

* Financing on approval of Tier I and Tier II credit with credit company. APRs cannot be used in combination with factory customer cash rebates. Prices plus government fees and taxes, any finance charges, \$55.00 dealer document preparation charge and any emission testing charge. All rebates and cash back offers are factory-sponsored incentives. Ad and incentives expire June 1, 2009.

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* FROM THE ORIGINAL DATE OF FIRST USE WHEN SOLD AS A NEW VEHICLE ON ALL CERTIFIED USED VEHICLES. Limited Powertrain Warranty. All warranties are limited. See dealer for warranty details.

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