

Self Mailer to Acquire new Mercedes Benz Owners to Sign Up for a Service Plan

*****AUTO**540001 12345
 Mercedes-Benz Owner 1998 & Newer
 123 AnyStreet
 Anytown, US 12345-6789



No matter how small the problem,
 we'll always treat it with care.



Provide the quality you've
 grown to trust.



THE MERCEDES-BENZ QUALITY DOESN'T END WHEN YOU PURCHASE YOUR VEHICLE.

As a matter of fact, it's just beginning. Whether it's an air filter that needs replacing or a complete wheel alignment, your authorized Mercedes-Benz dealership maintains that same quality and assurance you would expect from Mercedes-Benz. Our certified technicians make certain that your Mercedes-Benz gets the service it needs. They are trained specifically for Mercedes-Benz vehicles so they're more likely to catch things that others might miss. No one has a more extensive knowledge of these vehicles than we do, and our passion for them shows.

Department Hours:
 7:30 am - 5:30 pm

Department Hours:
 8:00 am - 5:30 pm

U.S. 192 (New Haven)
 We are 1/2 block West of U.S. 1 on NASA Blvd. 1/2 Mi. S. of US 192

* Appointment Recommended

A small price to pay for quality care.

FLEXIBLE SERVICE SYSTEM A-SERVICE

Includes engine oil and filter change, inspection of tires and tire pressure and safety brake inspection. Check and correct all fluid levels. Reset FSS Indicator.

See your Service Representative for price.

TIRE ROTATION

We will rotate four tires, correct air pressure, inspect tire condition and inspect brake pads for wear. Includes road test.

\$19.95

ALIGNMENT, FOUR WHEEL

Services include four wheel computerized alignment of front and rear suspension. Includes road test.

\$89.95

COOLING SYSTEM SERVICE

Recommended replacement every 3 years. Service includes pressure testing coolant system and cap, drain and refill system including engine block and heater core, replenish coolant with Mercedes-Benz approved antifreeze for 25 degrees below zero protection.

\$79.95

MERCEDES-BENZ PRE-OWNED

We offer Standard Mercedes-Benz pre-owned warranties, see our sales department for details.

FLEXIBLE SERVICE SYSTEM B-SERVICE

Includes all services in the FSS A Service plus replace windshield wiper inserts, remove and inspect wheels and brake system, lubricate and inspect throttle linkage. Check and correct all fluid levels and reset FSS Indicator. See Owner's Maintenance manual for specific service details.

See your Service Representative for price.

TIRE BALANCE

Computer balance four wheels using Mercedes-Benz weights, clips and springs to ensure a proper balance with no damage to wheels. Includes road test.

From \$42.95

BRAKE FLUID FLUSH

Recommended replacement every 2 years. Service includes flushing contaminated fluid from the brake system, draining the reservoir, installing fresh brake fluid, bleeding the system and inspecting for leakage.

\$79.95

APPEARANCE SPECIAL

Includes washing exterior, vacuum inside car and trunk area, complete exterior polish and waxing, shampoo rugs, clean wheels, dress tires, and detail outside and dash.

\$134.95

FREE SERVICE!

For our valued customers, some old-fashioned service! Have your washer fluid, tire pressure and engine oil checked free of charge during normal service hours.

Most prices valid only at Continental Motorcars Inc. Prices good until August 31, 2001. Price applicable items.

The people
 behind
 the star



CONTINENTAL MOTORCARS INC

509 East NASA Blvd
 Melbourne, FL 32901 (321) 956-0600
www.cmi.mercedescenter.com

Rich Mehalick has been a valuable member of Continental Motorcars Inc for 2 years. Rich's expertise is in the field of Vehicle Service where he has helped many Mercedes-Benz owners just like you. When you come in to service your vehicle at Continental Motorcars Inc, stop by and introduce yourself to Rich. That way, he will know who you are, and you can meet some of the people who will be taking care of your vehicle. You'll find out soon that it's people like Rich who really add to the true Mercedes-Benz experience.

Shop Talk

Q

Do Mercedes-Benz vehicles have special fuel requirements?

A

For all Mercedes-Benz gasoline engines starting in 1998, we recommend only premium unleaded gasoline. When the octane number posted at the pump must be followed, you'll help protect durability and performance.

Q

What should I do if only low octane fuel is available?

A

If only unleaded regular is available, use only that. Get you to a station that has premium unleaded. Another thing you should do when you get to a station with premium unleaded is to avoid accelerating quickly and driving at full throttle. If you have a light load (two occupants and no luggage), engine speed should not exceed 2000 rpm and/or operating in mountainous terrain, refrain from depressing the accelerator pedal beyond two-thirds of its full travel.

Q

After filling my car with gas, my fuel reserve indicator lamp begins blinking. What should I do?

A

All Mercedes-Benz vehicles are equipped with a "fuel reserve" lamp that will light on the instrument panel when only 2.9 gallons of fuel are remaining. If the fuel reserve indicator lamp will begin to blink. Make sure the fuel filler cap is properly tightened after fueling your vehicle. If the lamp continues to blink, consult your owner's manual or contact your local Mercedes-Benz dealer.



For more information, visit our Web site at www.MBUSA.com

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509 East NASA Blvd
Melbourne, FL 32901



Mercedes-Benz

Dear Sample 1998 & Newer,

Continental Motorcars Inc is committed to making your ownership experience the best possible. We think you'll find that our dealer technicians are like our vehicles - responsive, precise, genuine and friendly. You'll receive the quality service that your Mercedes-Benz deserves.

Here are some reasons why you should have your Mercedes serviced at Continental Motorcars Inc:

- Our **highly skilled technicians** are trained in the latest automotive repair and maintenance techniques. This helps ensure our high quality of service for your Mercedes-Benz. And the training doesn't stop; it's ongoing, so that our technicians learn the most recent technological procedures.
- We maintain an extensive inventory of **Genuine Mercedes-Benz Parts** to minimize waiting time for the right part to arrive.
- Our **advanced diagnostic tools** are designed to eliminate the guesswork.
- **All this makes our expert service an outstanding value.**

So for your next service appointment, call us at (321) 956-0600, or log on to our Web site, www.cmi.mercedescenter.com. We look forward to working with you and your Mercedes-Benz.

Sincerely,
Continental Motorcars Inc

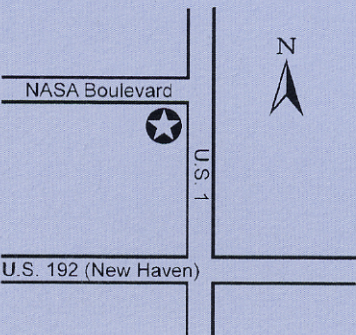
P.S. We offer complimentary shuttle services as alternate transportation to and from your home or business. We offer a complimentary car wash with any required maintenance service. (Please call ahead for appointment.)



MAXIMUM PROTECTION
AGAINST VISCOSITY AND
THERMAL BREAKDOWN

MOST MAJOR
CREDIT
CARDS

Personal
Checks



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Mon-Fri: 7:30 am - 5:30 pm

Parts Department Hours:

Mon-Fri: 8:00 am - 5:30 pm

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We offer Starmark Mercedes-Benz pre-owned warranties, see our sales department for details.

FLEXIBLE SERVICE SYSTEM B-SERVICE

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q **Do Mercedes-Benz vehicles have special fuel requirements?**

a For all Mercedes-Benz gasoline engines starting with model year 1987 (if you have an older model year, please consult your owner's manual) use only premium unleaded gasoline. When fueling your vehicle, the octane number posted at the pump must be a minimum of 91. By following these fuel guidelines, you'll help preserve your vehicle's durability and performance.

q **What should I do if only low octane fuel is available?**

a If only unleaded regular is available, use only the necessary amount to get you to a station that has premium unleaded gasoline and fill up there. Another thing you should do when you get behind the wheel is avoid accelerating quickly and driving at full throttle. If your vehicle has a light load (two occupants and no luggage), keep an eye on your engine speed—it should not exceed 2000 rpm. If it's fully loaded and/or operating in mountainous terrain, refrain from moving your accelerator pedal beyond two-thirds of its full range.

q **After filling my car with gas, my fuel reserve indicator lamp on the instrument panel begins blinking. What should I do?**

a All Mercedes-Benz vehicles are equipped with a "fuel reserve indicator lamp" that will light on the instrument panel when approximately 2.9 gallons of fuel are remaining. If the fuel cap is not closed, that indicator lamp will begin to blink. Make sure that the fuel cap is properly tightened after fueling your vehicle. If the problem persists, consult your owner's manual or contact your Mercedes-Benz dealer.



For more information, visit our Web site at
MBUSA.com