

# Relax.

Book in your vehicle at Alan Day this summer!

## Summer Service Offer

# £149<sup>†</sup> Including FREE SAT NAV SYSTEM

FREE SAT NAV SYSTEM

### or why not consider The Alan Day Service Plan

The Alan Day Service Plan has been designed to give you head-ache free motoring tailored to your Volkswagen. The Alan Day Service Plan gives you total peace of mind by ensuring that all your vehicle's servicing needs are met with a range of FREE benefits including FREE MOT's<sup>†</sup>

Your vehicle is serviced to Volkswagen's exacting standards by professional Volkswagen trained technicians, using only genuine parts for the duration of your ownership.

No more surprise bills to budget for, pay monthly - interest free - and best of all pay today's prices, for tomorrow's servicing, giving you truly inflation proof motoring.

\*Inclusive for time & distance servicing on all new and used vehicles.  
†Subject to terms and conditions

### Payment Options

Choose from two easy ways to pay for your Alan Day Service Plan

- Spread the cost with 36 interest free monthly direct debit payments of **£17.75\*** per month (for four cylinder models) **£23.75\*** per month (All vehicles over 2.0 litre)
- Add the cost of the Alan Day Service Plan to the finance of your new or used car from Alan Day.
- Pay the full amount of **£639.00** inclusive or **£855.00** inclusive, using cash, cheque, credit or debit card.

For full details of the Alan Day Service Plan, visit our web site.

### Volkswagen Servicing. Quality service at a competitive price.

The quality and reliability you expect from your Volkswagen can be maintained for a lot less than you may think!

So why risk accepting second best from another repairer, and then paying over the odds for it?

Offer applicable until 31st December 2009. Quotes must be produced in writing and quoted using only Volkswagen Original Parts. Like for like content of quote must be for exactly comparable work. Quote supplied from any garage within a five mile driving distance from our premises. Offer is for Retail customers only, excludes Fleet customers, Volkswagen Accessories, Merchandise and Bodyshop work.

### PRICE MATCH

- We are so confident in our ability to be competitive we promise that our servicing charges are as low as any of our competitors!
- For servicing, maintenance or repairs we will match any like-for-like written quote using Volkswagen Original Parts from any garage within five miles of our premises.
- No catches, no clauses, no quibbles. It's that simple. Ask a Service Advisor for more details

Alan Day Volkswagen - find us much better

# www.alandayvw.co.uk

Alan Day Volkswagen (City)  
Thames Exchange,  
72 Upper Thames Street, EC4.  
Sales Manager: Sam Boughaoui  
Service Manager: Frank Thomas  
Telephone: 0207 248 2000

Alan Day (Hampstead)  
277 Finchley Road,  
London, NW3.  
Sales Controller: Pas Spinazzola  
Service Manager: Lee Handisylde  
Telephone: 0207 644 7800

Alan Day (New Southgate)  
Pinkham Way, North Circular Road,  
New Southgate, N11.  
New Car Sales Manager: Sean Mayberry  
Used Car Sales Manager: Phil Smyrl  
Service Manager: Paul Grange  
Telephone: 0208 920 4000

Alan Day (Old Kent Road)  
Service Centre.  
434 - 452 Old Kent Road,  
London, SE1.  
Service Manager: Ron Brown  
Telephone: 0207 231 0031

# Alan Day Volkswagen



Alan Day Ambassador Darren Gough presented the awards to over 100 children at the Annual Parents Day at Belmont School. Simon Stern, one of the proud parents whose son Daniel received an award said: "This was a great day. It is easy to see why Darren is so popular. His down-to-earth nature is such a pleasant change to so many of our current sporting heroes'."

Mr Leon Roberts, the school's Deputy Head, said the feedback so far was that this had been the best prize giving day they had ever had.



Paul Tanner, Managing Director of Alan Day Volkswagen handing over a new Polo Blueemotion to Daniel Keatings.

Daniel won the Silver Medal at this year's European Championship and is the most successful all-round gymnast that Great Britain has ever produced. Alan Day is proud to be able to help Daniel on his road to 2012. The retailer will also be supporting Daniel at this year's World Championship at the O2 in October.

We have two tickets to the World Championship to give away to a lucky Alan Day customer. Please register your interest at [comment@alandayvw.co.uk](mailto:comment@alandayvw.co.uk)

Alan Day has been awarded the highest accolade a Volkswagen retailer can achieve. The Retailer of Excellence Award for outstanding customer satisfaction in Sales and Service is received by only ten Volkswagen retailers each year.



Francis Porter, General Manager of Alan Day Volkswagen City, said: "We will not be resting on our laurels. Through these challenging times we need to produce first class service and this is our Number One goal."



The New Polo

## A great deal in challenging times

These are challenging times. Economic activity and house prices have fallen; pension plans' values have plummeted by around 30 per cent over the past year, and redundancies - not jobs - are in fashion.

The most heartening thought is that, in the words of Dennis Turner, Chief Economist at HSBC Bank, the recession will end - because recessions always end. HSBC believes that the economy will stop shrinking and GDP growth will stop being negative by the end of this year. Nonetheless, in a report in May, Turner argued that the Government must address supply side issues to restore the UK's reputation as a good place to do business.

Among these Government initiatives has been the £300m car scrappage scheme. A recent Reuters' report claims this scheme - where motorists trade in cars more than 10 years old for a £2,000 subsidy against a new model - has boosted new car orders by 35,000 vehicles in the month since it was announced in the April Budget.

Those looking for a new car could be impressed by the new Volkswagen (VW) Polo, which arrives in UK showrooms in the autumn. Praised by Car magazine online for its 'restrained elegance, subdued styling and intuitive ergonomics', the new Polo caused Autocar.co.uk to claim it has: 'a smooth, gutsy engine... Cruising is relaxed in sixth ... this Polo is a quiet car.'

Autocar was also impressed with the Polo's environmental and safety credentials, adding that the car will be 'cheap to run; will last well, and shouldn't date'. Auto Express' Margaret Hucko wrote: 'It is arguably the world's most grown-up small car.'

In The Sunday Times, Andrew Frankel stated: 'The sense of maturity, sophistication and quality... is

unavailable in any other car in this class and precious few in the one above.'

Other VW models being lauded include the Scirocco, which came second in the 2008 Golden Steering Wheel award's coupé class, and the new Golf - the MK6 - which won that award for best compact car as well as the 'World Car of the Year' Award and is predicted to be Alan Day Volkswagen's biggest selling car this year.

Every vehicle that this retailer sells is backed by a commitment to provide an unparalleled level of customer service and a buying experience characterised by honesty and trust. This commitment applies across all areas of the business - from providing a high quality after-sales experience, through servicing and parts supply, to employing, training and re-training people to ensure that everyone has the right skills - and uses them at the right time - to benefit customers.

"This continued investment in ensuring high quality, competent staff allows us to 'go the extra mile' and bring the 'personal touch' to every customer," commented Managing Director, Paul Tanner. "We've made a long term commitment to deliver excellent quality service - and highly competitive prices - across all areas of our business."

"Although we are a large retailer with four sites, we still have family values," he added. "We always welcome feedback to improve our service. We employ a high number of dedicated, exceptionally loyal and long-standing staff who aim to deliver exceptional levels of customer service."

"Consequently, we can offer unrivalled service and our sales departments' customer satisfaction scores are all above 95 per cent - some of the highest in the UK."

By Bob Little

www.alandayVW.co.uk

# WHY NOT TAKE UP POLO OR GOLF THIS SUMMER?



Brand New Polo Match 1.2 70ps 5dr

From only **£154 Per Month**

Plus deposit and optional final payment with Solutions

**Typical 7.6% APR\***

Excess mileage (including VAT) 3.60p per mile

Brand New Golf Mk6 S 1.4 80ps 3dr manual

From only **£169 Per Month**

Plus deposit and optional final payment with Solutions

**Typical 7.9% APR\***

Excess mileage (including VAT) 5.52p per mile

Official fuel consumption in mpg ( litres/100km) for the Volkswagen range: urban 57.6 ( 4.9)-13.3 (21.2); extra urban 88.3 (3.2)-26.9 (10.5); combined 74.3 (3.8)-19.5 (14.5). CO2 emissions 99-348g/km.

\*Rates available to non scrappage retail sales only. Based on 10,000 miles maximum annual mileage 30,000 maximum total mileage. Pictures for illustrational purposes only.

## DON'T SCRAP TIL YOU GET ENOUGH!



Get a minimum  
**£2000**  
**SCRAPPAGE ALLOWANCE**  
available on all new Volkswagen models!



**HURRY! LIMITED STOCKS AVAILABLE!**

[www.alandayvw.co.uk](http://www.alandayvw.co.uk)

Alan Day Volkswagen  
Subject to availability, Terms & Conditions



## COMING SOON...

The launch of the new Polo is now only 4 months away. Due in early October, the new Volkswagen Polo will clearly shock and leave its rival's quaking in their boots! Here's what the designer said: **'DESIGNED TO ENDURE'**

Everything about the new Polo is designed to stand the test of time. It's stylish and yet not over-styled, elegantly crafted on the inside and out, and built to the standards of lasting quality you would expect from Volkswagen. To register your interest in the launch of the new Volkswagen Polo please contact your nearest Alan Day Showroom on;

Southgate  
0208 920 4000

Hampstead  
0207 644 7802

City  
0207 248 2000

[www.alandayVW.co.uk](http://www.alandayVW.co.uk)

# FIND YOUR WAY TO A BETTER USED CAR OFFER AT ALAN DAY

**£1500**  
**MINIMUM**  
**PART**  
**EXCHANGE**

ON SELECTED  
PART EXCHANGES  
UP TO  
9 YEARS OLD!



**+ FREE**  
**SAT NAV**

CONDITIONS APPLY

**WE WILL**  
**PAY**  
**YOUR**  
**DEPOSIT**

OR

ON SELECTED USED  
CARS FINANCED  
IN JULY, AUGUST &  
SEPTEMBER



**+ FREE**  
**SAT NAV**

CONDITIONS APPLY

## PROTECT YOUR INVESTMENT



### Autoglym Lifeshine.

Autoglym Lifeshine is a highly effective vehicle protection system from Autoglym designed to protect the vital components of your car from the elements and provide maximum resistance against the 'ageing effect', to keep your car looking young and vibrant throughout the course of your ownership.

**£295.00 inc VAT**

[www.alandayVW.co.uk](http://www.alandayVW.co.uk)