

Cars & Places Magazine

Cars & Places eNews

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Hello from Cars & Places! Welcome to eNews, our weekly update on the automotive world and area happenings. If you are a new reader, welcome! We hope you enjoy our tidbits of news as we ramp up our new magazine.



What do you do if you want to **increase the sales** of your product? If you're a car company, you just make everyone an employee! Ford, GM and Chrysler have all announced record sales for the month of July. Ford's sales were up over 28% for the month, Chrysler's sales were up



over 25% and GM's rose more than 15%. In addition, Toyota and Nissan sales both set records for the month. Mazda, BMW and Porsche also saw large gains in July. The big three programs have been so successful that they have been

INTRODUCING EMPLOYEE PRICING PLUS

extended into August. So everyone still has a chance to join the "company" and get a discount. Check out Chrysler's Employee Pricing Plus at

www.daimlerchrysler.com, Ford's Ford Family Plan at www.fordvehicles.com and GM's Employee Discount for Everyone at www.gm.com.



Ford has introduced the new **2006 Explorer**. At first glance, the best selling SUV looks very similar to the previous model but the changes are from the frame up. The all new, stronger frame is 63% more resistant to twisting and 55% more resistant to bending. This creates a better platform for Ford engineers to tune the four wheel

independent suspension. Two engines will be offered, the base engine being a 4 liter V6 with 210 horsepower, and a 4.6 liter V8 pumping out 292 horsepower. The V6 runs 74% cleaner while producing more torque than last year and the V8 gains horsepower yet gets better fuel mileage than the previous Explorer. Safety is on the forefront of the new technology in the Explorer and Ford is providing 10 standard safety systems, leading its class. Some of the features are stability control, tire pressure monitors, occupant and crash-level-sensing front air bags, side air bags, side canopy air bags and more. The

interior is all new and based on the successful F-150 "tough luxury" look. Trim levels will determine the mix of luxury versus utility. Great attention has been paid to the noise levels of the cabin giving Ford the ability to claim the new Explorer has the quietest ride in its class. This was



accomplished using a new lighter, yet more sound-absorbing carpet; additional insulation in the doors, dash and firewall; and a lightweight fiber batting called Sonotec in the headliner. Ford has high hopes for the new Explorer and expects it to continue to be the sales leader in the mid-size SUV class created by the Explorer. The best and most surprising part of the new



Explorer announcement was Ford actually lowered the price on the new model, not just a few dollars either. The average MSRP has been lowered by about \$1,700. In fact, Ford is lowering prices across most product lines as part of its new "Value Pricing" strategy. More to come on that news in the future! For now, check out the new Explorer at www.fordvehicles.com.

Places to Be!

by Cindy Trawick



Wander the Loudon County countryside and visit Tarara Winery's biggest wine festival this weekend at the vineyard in Leesburg, Virginia. Enjoy picking oversized, thorn-less blackberries, food and craft vendors, hayrides and live bands all weekend long, as well as complimentary wine tastings. The dates are

August 6th and 7th from 11:00 am to 5:00 pm – rain or shine. You can get all the details on their website www.tarara.com.



Take a cool drive to Ice Mountain in North River Mills, West Virginia. Part of a 149-acre preserve, Ice Mountain is owned by the Nature Conservancy and access is by guided tour only. The rocky slopes of this mountain capture winter ice and retain it hidden beneath the surface. A continuous supply of cold air (38 degrees) flows from vents at the mountain's base year round. To arrange a tour, call Steve and Terry Bailes at 304-496-7359. While there is no charge for the tour, you should plan your trip three to four weeks in advance. To minimize impact on the environment, groups are limited to 15. For more info, click on

www.nature.org/wherewework/northamerica/states/westvirginia/preserves/art1208.html.



In Carlisle, Pennsylvania this weekend you'll find the 2005 All-Truck Nationals and the All-Truck Show Field, sponsored by Toyota, official truck of the All-Truck Nationals. Street trucks, big rigs, stock trucks, you name it – they're all in Carlisle, PA, this weekend. Saturday at 7:30 pm, country funny

man Cledus T. Judd will perform. Check out the schedule of events at www.carsatcarlisle.com.

We're always looking for great places to visit. Send us info on your favorite spot and if we feature it in a future issue, you'll receive a free Cars & Places polo shirt.

Thanks for reading this edition of eNews! Please forward this to your friends and car buddies! If this was sent to you by a friend, just go to www.carsandplaces.com and sign up for your personal copy. Be sure to stop by the website often to check on the progress of our full-blown publication!

Until next time, enjoy your drive!

Rick Trawick
Publisher

Any comments or questions you may have are welcome. Please email them to info@carsandplaces.com. If you would like to see your event mentioned, send it to the same address.

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