

NEWSLETTER

APRIL ISSUE



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April is Car Care Month!

Is the Easter bunny bringing shenanigans this year? Spring has arrived, bringing Easter fun and National Car Care Month! As you hunt for Easter eggs this season, keep an eye out—you never know where that pesky Easter Bunny might hide them! We've heard stories of eggs mysteriously appearing under seats, in cup holders, and even in the trunk! Make sure you follow us on our social accounts to keep up with the findings!

While a hidden chocolate egg is a sweet surprise, discovering worn-out brakes, low fluids, or old wiper blades is not the kind of find you want in your vehicle. April is the perfect time for a spring maintenance check, ensuring your car is ready for road trips, rainy days, and everyday drives.

Let American Import Auto, Inc. help you freshen up your ride—no hidden surprises, just top-notch service! Schedule your appointment today and drive into spring with confidence.

Do you follow us? Click the links to check out all of our social pages and follow along with us!



AMERICANIMPORTAUTOINC



March Birthday Shop Lunch!



We celebrated our only March birthday, Mark our City Fleet Manager! We had a delicious lunch catered in by Carrabba's. Cupcakes and cookies were served for the occasion. Thursdays also double as our team meeting days, so we had a celebration and a little collaboration, thanks team for the fun lunch! ~

Birthdays & Misc!

- Mike, Service Advisor, has a birthday on April 10th!
- Jesse, Service Advisor, has a work anniversary, thank you for a year of dedicated service although it feels like you have been with us forever!





Happy 1st Birthday to Our Shop Baby, Savannah!

It's a special time at American Import Auto, Inc. as we celebrate a HUGE milestone—Savannah's 1st birthday! 🎂🎉 If you've been to our shop, you've probably heard us talking about our little bundle of joy. As our official shop baby, Savannah has been bringing smiles, laughter, and plenty of love to our AIA family since day one! Over the past year, we've watched her grow, giggle, and charm everyone she meets. Whether she's "supervising" from afar or keeping us on our toes, she's a reminder of what family means to us—not just at home, but in our shop as well.

Recipe of the Month

When I think of Easter, I immediately think of egg dishes. I think this quiche would make a great meal for an Easter Brunch with family or friends! Add bacon if you want a little meat kick and there ya go!

<https://www.loveandlemons.com/quiche-recipe/#wprm-recipe-container-69742>



Vehicle of the Month

This month, we're putting the spotlight on Lincoln, a brand synonymous with refined luxury, smooth performance, and advanced technology. Owning a Lincoln means experiencing unparalleled comfort and sophistication, and at American Import Auto, Inc., we believe that luxury vehicles deserve nothing less than top-tier service. For more info click here:

<https://www.americanimportrepair.com/lincoln-repair-services>



ATI SuperConference Hawaii 2025



ATI SuperConference Hawaii 2025 (cont.)

We're back from an incredible experience at the Automotive Training Institute's (ATI) SuperConference in Hawaii! This event brought together top automotive professionals from across the country, and we were honored to be part of it.

Throughout the conference, we attended insightful workshops, industry-leading discussions, and networking events that focused on the latest advancements in auto repair, business management, and customer service. We gained valuable knowledge that will help us continue to provide exceptional care and service to our customers at American Import Auto, Inc..

What We Brought Back to Benefit You

- ✓ New strategies to enhance efficiency and service quality
- ✓ Cutting-edge insights on auto repair technology
- ✓ Stronger business practices to improve your experience

Investing in continued education ensures that we stay ahead of industry trends and deliver the best possible service to our community. We're excited to apply what we've learned and take

American Import Auto, Inc. to the next level!

Thank you for trusting us with your vehicles—we look forward to serving you even better!

Our Girl Scout Cookie Giveaway Did Not Crumble!



At American Import Auto, Inc., we love supporting our community—and what better way to do that than with Girl Scout Cookies? Our recent Girl Scout Cookie Giveaway was a huge success, and we couldn't be more grateful for everyone who participated!

Customers stopped by to pick up their favorite cookies, chat with our team, and support the amazing local Girl Scouts who work so hard every year. From Thin Mints to Samoas, we saw plenty of smiling faces (and happy taste buds)! We took a poll on Instagram and it looks like Thin Mints were the overall favorite! Thank you to all who visited us in March!

Car Care Tips:

Regular maintenance is key to keeping your vehicle running safely & efficiently.

Here are some critical areas to check:

✓ Oil, Fluids & Filters – Check oil every 3k-5k miles (or per your owner's manual).

Don't forget brake, transmission, power steering, coolant, & washer fluids. Replace dirty filters as needed.

✓ Brakes & Tires – Have your brake system inspected annually (or at every oil change with our complimentary check). Check tire pressure & tread monthly, and schedule annual alignments. Rotate & balance tires for better wear and fuel economy.

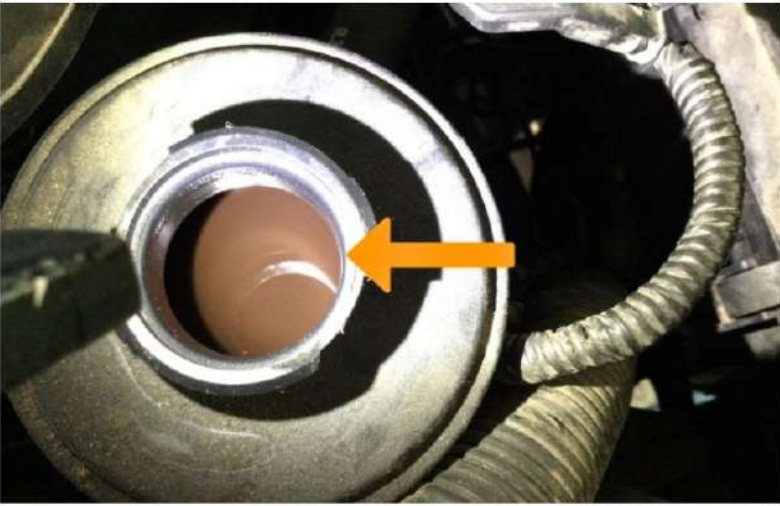
✓ Battery & HVAC System – Ensure your battery is corrosion-free, properly connected, and under three years old. Keep your A/C, heat, and defrost working efficiently for comfort and safety.

✓ Belts, Hoses & Exhaust – Inspect belts and hoses for cracks or leaks. A broken serpentine belt can cause costly engine damage. Address any exhaust leaks immediately.

✓ Steering, Suspension & Tune-Ups – Regularly check shocks, struts, & suspension components. Follow your manufacturer's schedule for tune-ups to improve fuel efficiency.

✓ Lights, Wipers & Dashboard Warnings – Check headlights, brake lights, & turn signals—especially before rainy season! Replace worn wiper blades to ensure clear visibility. Read more here:

<https://www.americanimportrepair.com/blog/national-car-care-month>



Community Events (Let's Connect!)



Artini is back!

Mark your calendars for April 22nd at the Venice Art Center. 6pm-7:30pm:

Sample and vote for your favorite restaurant's signature martini and enjoy food pairings.

(Prizes awarded for best tasting & most artistic martini)

7:30pm-8:30: music by the Brown Campbell Blues Band and a beer & wine open bar.

This is a signature fundraiser that benefits the Venice Art Center's programs.

Welcome to the Annual West Port 5k, a celebration of health, community, and the spirit of adventure! Nestled in the heart of West Port, this event is more than just a race; it's a journey that brings together people of all ages for a memorable experience.

May 24th @7:30am



Join us for the Venice Area Chamber of Commerce annual golf tournament! Sponsorships are available! Friday May, 2nd, 2025 at Pelican Pointe Golf and Country Club. Team positions are still available!



BIG TRUCK DAY!

Sarasota County Parks, Recreation and Natural Resources and the Atlanta Braves present the 29th annual Big Truck Day! Pull the levers, honk the horns and explore over 40 trucks at this FREE event! Event is April 26th 9:30 am to 1:30pm