

# today



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**HOLMES**

summer 2006

# All-New 2007 Chevrolet



2007 Tahoe LTZ 2WD



2007 GMC Yukon XL Denali 4x4  
With Professional Grade Accessories

# Tahoe and GMC Yukon

**GMC**

## **Completely transformed. Still legendary.**

Get ready to embrace change as you discover the all-new 2007 Chevrolet Tahoe and all-new 2007 GMC Yukon. In this case, change is good. Very good.

Start with GM's new SUV platform, on which both the 2007 Tahoe and 2007 Yukon are built. Featuring a stiffer frame and improved front and rear suspension system, the new platform is wider and at a lower center of gravity – providing a secure, road-hugging ride.

The new platform and wider stance create an unmistakably commanding presence that, at the same time, displays a premium, more contemporary image. Smoother, more rounded lines are another noticeable change – not only for good looks, but also for improved aerodynamics – which brings us to fuel economy.

## **More than 20 mpg – a first in full-size SUVs.**

The all-new Tahoe and all-new Yukon are setting a new trend in SUV fuel economy, being the first full-size SUVs to break through the 20-mpg ceiling in the federal government's combined fuel economy ratings. The Tahoe 2WD gets top honors among the Tahoe and Yukon families with an estimated 16 mpg in the city and 22 mpg on the highway. Most other Tahoe and Yukon models offer an impressive 15/21.

To give credit where credit is due, the Tahoe and Yukon feature the new Generation IV Vortec 5300 V8 engine with

320 horses at your command. Improved fuel economy is accomplished through the engine's cylinder deactivation system that electronically shuts down four of the eight cylinders during low-demand driving without sacrificing power. The shift happens so smoothly that you'll have to check the instrument panel to determine how many cylinders are currently operating.



**2007 Chevrolet Tahoe LZ**



**2007 GMC Yukon SLT**



(continued on page 3)

# Tahoe – Yukon (continued from page 2)

## **An interior that will move you.**

One of the most dramatic changes you may notice about the Tahoe and Yukon is the interior. "The interior is completely redesigned," describes Marv Perry, Holmes GMC Truck sales manager. "Customers love the improved seating, and the new dash design opens up the space for the driver." Both vehicles sport a new modern-looking dash accompanied by wood grain trim, along with brushed aluminum and chrome accents.

The Tahoe and Yukon also have more leg, shoulder and cargo room. Seating configurations abound, including an option to seat nine passengers. Choose the available front 40/20/40 split-bench, second row 60/40 split-folding bench – or go for the available industry-exclusive power-release, fold-and-tumble second row seats. The third row, features 50/50 split seating and enough space that even adults can fit comfortably, plus plenty of cargo space behind the third row. Should you need even more cargo space, the third row flips forward to fold flat against the back of the second row seats and can be removed altogether.

Heated seats? You bet, and this is no longer a perk just for the front-seaters. The Tahoe and Yukon also offer available heated seats in the second row. That's an idea your family will warm up to quickly.

## **So many all-new features.**

The all-new rear-backing sensors bear mention. "This system features an audible alarm and rear camera so you're aware of obstacles behind you," explains Bruce Long, Holmes Chevrolet sales manager.


Long also points out the new factory-installed remote start system. Depending on the season, you can heat or cool your car while it's still in the garage or parking lot, so it's just as you like it the minute you climb in.

The Yukon and Yukon Denali can also be equipped to include the E85 flexible-fuel management system. Equipped with this system, these SUVs can operate on blends of fuel containing as much as 85 percent ethanol, the renewable fuel produced from American-grown crops.

## **A line-up that accommodates you.**

With several models available in both the Tahoe and Yukon line-ups, you can mix and match trims and transmissions to meet your needs. While standard and available features vary with each trim level, we've provided a general run-down of standard and available features (see sidebar on page 4). To view the features and specification details on all available models, trim levels and transmission options, visit [chevrolet.com](http://chevrolet.com) or [gmc.com](http://gmc.com).



These popular new SUVs are in our showrooms already, so stop by for an up-close look. You can see the all-new Tahoe at Holmes Chevrolet in Indianola (515-961-8131) and the all-new Yukon at Holmes GMC Truck in Des Moines (515-253-3157). 

## Facts at a Glance

|  2007 CHEVROLET TAHOE   |  2007 GMC YUKON   |
|--|--|
| <p><b>2007 Tahoe LS – Starts at \$33,990</b></p> <ul style="list-style-type: none"> <li>• Vortec 5300 V8 Engine with NEW Active Fuel Management and available E85 flexible-fuel capability</li> <li>• Stabilitrak® Electronic Stability Control System</li> <li>• CD player with MP3 compatibility and eight speakers</li> <li>• Driver and right-front passenger dual-stage frontal air bags</li> <li>• Tri-zone, manual temperature controls</li> </ul>  | <p><b>2007 Yukon SLE – Starting at \$34,690</b></p> <ul style="list-style-type: none"> <li>• Vortec 5300 V8 Engine with NEW Active Fuel Management</li> <li>• Stabilitrak™ Electronic Stability Control System</li> <li>• CD player with MP3 compatibility and eight speakers</li> <li>• Driver and right-front passenger dual-stage frontal air bags</li> <li>• Dual-zone manual climate control</li> </ul>         |
| <p><b>2007 Tahoe LT – Starts at \$35,740</b></p> <p>Depending on the LT trim level chosen, standard features in addition to the LS may include:</p> <ul style="list-style-type: none"> <li>• First and second row leather-appointed seats</li> <li>• Heated front row seats</li> <li>• NEW head-curtain side air bags for all rows</li> <li>• NEW remote vehicle starter system</li> <li>• NEW ultrasonic rear parking assist</li> <li>• Six-disc CD changer with NEW MP3 compatibility and Bose speaker system</li> </ul> | <p><b>2007 Yukon SLT – Starting at \$38,870</b></p> <ul style="list-style-type: none"> <li>• Heated first row leather seating surfaces</li> <li>• NEW head-curtain side air bags for all rows</li> <li>• NEW remote vehicle starter system</li> <li>• NEW ultrasonic rear parking assist</li> <li>• Six-disc CD changer with NEW MP3 compatibility</li> <li>• Dual-zone automatic climate controls</li> </ul>        |
| <p><b>2007 Tahoe LTZ – Starts at \$44,015</b></p> <p>Key standard features in addition to the Tahoe LT:</p> <ul style="list-style-type: none"> <li>• NEW second row heated, leather-appointed bench seat with power-release function</li> <li>• Power liftgate</li> <li>• NEW 20-inch polished aluminum wheels</li> </ul>  | <p><b>2007 Yukon Denali – Starting at \$47,990</b></p> <p><i>Key standard features in addition to the Yukon SLT:</i></p> <ul style="list-style-type: none"> <li>• Heated first and second row leather seating surfaces</li> <li>• Power-release fold and tumble second row bucket seats</li> <li>• Bose premium 10-speaker audio system w/steering wheel-mounted audio controls</li> <li>• Power liftgate</li> </ul> |

## Holmes Chevrolet Sells First All-New 2007 Tahoe to Local Celebrity

When Cleveland Indians baseball player and Indianola native Casey Blake and his wife, Abbie, ventured in to Holmes Chevrolet in Indianola to check out new vehicles, the all-new 2007 Chevrolet Tahoe in the showroom caught their eye immediately. They were planning to trade in their 2002 Suburban for a vehicle of the same size, but decided to test drive the all-new Tahoe.

“We were looking for something different and the 2007 Tahoe had a unique look that we liked a lot,” explains Blake. “We weren’t sure about the smaller size compared to the Suburban we were trading in, but once we drove the Tahoe, there was no turning back.”

Shortly after purchasing their new Tahoe, the Blake family drove it to Florida on vacation. According to Blake, the Tahoe offers a smoother ride than anything he’s ever driven. “You just float down the road,” he describes. “It’s a great riding vehicle.”

Although they downsized from a Suburban to the Tahoe, Blake and his wife are comfortable with the amount of passenger space the all-new Tahoe provides for the two of them, their daughters, Bailey, 5, and Lauren, 3, and their new addition expected in October.

Blake’s Tahoe purchase was the first all-new 2007 Tahoe sold at Holmes Chevrolet. The fact that it was sold to a local celebrity only heightened the excitement among the staff. “Casey and Abbie were great to work with,” says Bruce Long, Holmes Chevrolet sales manager. “He even gave us autographed baseballs and an autographed bat before he drove his Tahoe off the lot.”



# 15th Annual City of Clive Golf Tournament

Gather your friends, grab your clubs and meet at the Jester Park Golf Course for the 15th Annual City of Clive Golf Tournament. The four-person, best-shot tournament will be held Saturday, August 5, with an 8:30 a.m. shotgun start.

A proud sponsor once again this year, Holmes Automotive Group will award a brand new vehicle to any golfer shooting a hole-in-one on the eighth hole. The tournament culminates with a catered lunch and awards presentation.

The entry fee is \$65 per person (which includes 18 holes of golf, cart, catered lunch and prizes). To register, or get more information, contact the Clive Parks and Recreation office at (515) 223-5246.

# See Holmes for Details

**Holmes detail service transforms your vehicle to like-new condition.**

With the sloppy winter and spring months behind us, now's the time to spruce up your vehicle inside and out. There's nothing like a showroom finish to remind you of how great you felt the day you drove your vehicle off the lot.

Small things make the biggest difference. Whether it's cleaning hard-to-reach crevices under your seats or buffing out fine scratches in your paint, our technicians have an eye for even the smallest details. When the job's done, you'll be amazed by the transformation.

Holmes' menu of detailing services offers a large variety of options, addressing whatever your need may be (see sidebar for menu of services). The complete vehicle detail package includes:

- **Engine degreasing**
- **Interior shampoo and vacuum**
- **Inside and outside window cleaning**
- **Wheel cleaning**
- **Exterior buffing**

Holmes' detailing services even extend to protective measures. "As summer approaches, we do a lot of underbody washes to get rid of the salt and grime," explains Jeromy Keylon, Holmes Hyundai service manager. "Paint sealant is also a popular service to protect against acid rains and bird droppings that permanently fade and stain a vehicle's paint."

According to Keylon, Holmes' pricing structure is very competitive. Holmes also offers gift certificates for detailing services – perfect for anyone with a vehicle!

While it's a wonderful feeling to drive a clean, shiny vehicle, detail services aren't all about looks. "Keeping your vehicle's interior, paint and chrome in good shape helps retain its value," Keylon notes.

Whether your vehicle needs a quick change or an extreme makeover, give Holmes a call to schedule your detailing appointment. Call (515) 253-3039 or schedule an appointment online at [holmeauto.com](http://holmeauto.com) (click on "Service").

## DETAIL SERVICE MENU

### Complete Detail Package

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|                         |          |
|-------------------------|----------|
| Car or Pickup . . . . . | \$198.95 |
| Vans and SUVs . . . . . | \$238.95 |

### Interior Detail Package

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|   |          |
|---|----------|
| Car or Pickup . . . . .                   | \$109.95 |
| Vans and SUVs. . . . .                    | \$119.95 |
| Exterior Buff Only. . . . .               | \$124.95 |
| Motor Detail (Degrease) . . .             | \$ 30.00 |
| Paint Sealant (initial application) . . . | \$145.00 |
| Paint Sealant update (yearly) . .         | \$ 30.00 |
| Fabric Sealant . . . . .                  | \$ 30.00 |
| Rustproof and Undercoat . . .             | \$109.00 |
| Pin striping. . . . .                     | \$ 49.95 |

# Shopping For Tires? Holmes Has ‘Em!

When you're ready to buy tires, be sure to visit Holmes before you buy. All Holmes service departments carry a large inventory of competitively-priced tires. In addition, our technicians have the know-how to help you purchase the right tire for your vehicle and driving habits – and can mount and balance the tires for you.

“Holmes’ service departments sell only high-quality tires and we carry a wide variety to fit any make or model of vehicle,” explains Mike Haynes, Holmes Honda service manager. “We only sell tires that meet all factory specifications.”

Haynes says he keeps a tire made for aftermarket companies on hand so he can show customers the difference in quality. “By pushing down on the aftermarket tire and then on the tires we carry, customers immediately feel the difference in construction.”

How do you know when your tires are ready to retire? According to Haynes, you can check the tread depth, which is measured with a tire depth gauge on the tread wear bar located in the tire tread. Also, he says to look for any bulges, splits or cuts in the side walls, as well as uneven wear patterns.

“When it’s time to purchase tires, follow the original manufacturer specifications for the vehicle to make sure you’re purchasing the correct size, speed rating and load rating,” Haynes adds. “When in doubt, we have the expertise to help you determine the right tires for your vehicle.”

For more information about tires, call or visit any Holmes service departments:

Holmes Chevrolet: (515) 961-8131

Holmes GM: (515) 253-3014

Holmes Honda: (515) 253-3068

Holmes Hyundai: (515) 253-3172



# Three Holmes Employees

Holmes Automotive Group is the proud employer of a GM World Class Technician and two first place finishers in the GM Mark of Excellence Program.

**PHOTOS TO BE  
TAKEN**

Out of 72,000 service technicians nationwide, Rod Schwenneker is one of 665 technicians to achieve GM World Class Technician status. Schwenneker is a service technician at Holmes General Motors Service in Des Moines.

With significant training, Schwenneker previously achieved the status of Mr. Goodwrench, 'the one and only GM expert.' He chose to take additional training to reach the higher level of expertise required of GM World Class Technicians. Along the way, Schwenneker earned Master Technician and ASE certification in various vehicle specialty areas.

*Rod Schwenneker*

"Holmes is very forward-thinking when it comes to technicians wanting to get more training," Schwenneker explains. "When I expressed an interest in becoming a World Class Tech, Randy [Walker, Holmes General Motors service manager] gave me the green light to pursue it."

Schwenneker says completing all the classes and tests required to achieve GM World Class Technician took the better part of one year. "I have better insight now as to what the possible problems are with a vehicle I'm working on," he says. "I also learned a lot about what's new and changing, which helps me isolate the concern quickly."

"With this accomplishment, Rod is one of the most knowledgeable technicians in his field," says Max Harrod Holmes, president, of Holmes Automotive Group. "We are very proud to acknowledge his commitment to excellence and congratulate him on this achievement."



# Achieve Top GM Honors

Trevor Aljets and Jon Hochgesang, both service advisors at Holmes General Motors Service, recently finished first in their respective testing categories as part of the GM Mark of Excellence Program. Prior to enrolling in the GM Mark of Excellence series of tests, Trevor and Jon were required to complete training in their respective testing categories and earn a minimum Customer Satisfaction

Index score from customer surveys returned at Holmes.

They competed against other service advisors from dealerships throughout the United States.



“The primary benefit of the Mark of Excellence Program is that it’s an additional level of training on different aspects of customer satisfaction that we might not always think about, such as some of the new customer convenience features,” says Hochgesang. “When customers come in with a problem, I can answer their questions immediately instead of having to check and get back to them.”



**PHOTOS TO BE TAKEN**

*Trevor Aljets*



**PHOTOS TO BE TAKEN**

*Jon Hochgesang*

Aljets agrees, saying, “The better-trained we are, the better we can serve customers, give them a positive experience and build their confidence in us.” He adds that product knowledge is essential to customer service as well. “Knowing how complex the newer vehicles are and being ready to help our customers gives them peace of mind.”

Congratulations to Rod Schweneker, Trevor Aljets and Jon Hochgesang on these much-deserved accomplishments. We’re proud to have each of you on the Holmes team!

# Fill'er Up: Thoughts on E85 Fuel by Max Herrod Holmes



With gas prices hitting unprecedented highs, talk of E85 fuel and flexible-fuel vehicles (FFV) has continued to increase as well. E85 is a fuel blend of 85% ethanol and 15% gasoline. Flexible-fuel vehicles run on gasoline, E85, or any mixture of the two.

Together they represent a significant step toward cleaner air, America's oil independence, and lower fuel costs.

Replacing 85% of our petroleum with ethanol has enormous potential for our economy, our environment and our wallets. In the United States, we currently import more than half the oil we use and that demand continues to increase. Ethanol represents an opportunity for us to rely instead on a domestically-produced, renewable resource.

Each year, the average gasoline-powered vehicle emits more than 600 pounds of pollution into the air. As more consumers choose vehicles that run on ethanol-blend fuels, our environment will reap many benefits. Ethanol burns cleaner and is less toxic than gasoline, reducing the release of harmful emissions and smog-forming pollutants into the air.



Gasoline costs have skyrocketed, so it's also a plus that E85 fuel generally costs less per gallon than gasoline – sometimes as much as 80 cents less per gallon. If you're traveling in an area that does not offer E85 fuel, FFVs also accept pure gasoline.

General Motors is on the leading edge of FFV production. Already, the company has more than 1.5 million FFVs on the road throughout the United States.

Currently at Holmes, we offer the following 2007 models with flexible-fuel options:

- **Chevrolet Avalanche**
- **Chevrolet Impala**
- **Chevrolet Silverado**
- **Chevrolet Suburban**
- **Chevrolet Tahoe**
- **GMC Sierra**
- **GMC Yukon**

(Continued on page 11)



# Thoughts on E85 (Continued from page 10)

When you're shopping for a vehicle, keep in mind that there is little or no cost difference for choosing a model equipped with a flexible-fuel engine. FFVs also offer the same warranties as other models.

Many drivers do not realize they have a FFV. If you're uncertain, check your owner's manual, look for a label inside the fuel cover, or visit [e85fuel.com](http://e85fuel.com). This website also provides a listing of refueling locations that offer E85.

As always, I welcome your comments and am interested in hearing your thoughts on E85, other alternative fuels and the vehicles that use them. You can contact me at (515) 253-3050 or [max@holmesauto.com](mailto:max@holmesauto.com).



CHEVROLET  
GMC TRUCK  
HONDA  
HYUNDAI

## DES MOINES

1-80/35 & Hickman Road

|                        |                |
|------------------------|----------------|
| GMC Truck Sales        | (515) 253-3157 |
| Honda Sales            | (515) 253-3010 |
| Hyundai Sales          | (515) 253-3168 |
| Used Vehicle Sales     | (515) 253-3038 |
| General Motors Service | (515) 253-3014 |
| Honda Service          | (515) 253-3068 |
| Hyundai Service        | (515) 253-3172 |
| Collision Center       | (515) 253-3037 |

## INDIANOLA

2913 North Jefferson Street

|                    |                |
|--------------------|----------------|
| Chevrolet Sales    | (515) 961-8131 |
| Used Vehicle Sales | (515) 961-8131 |
| Chevrolet Service  | (515) 961-8131 |
| Collision Center   | (515) 961-8131 |

Visit our website at [holmesauto.com](http://holmesauto.com)

## SHOWROOM

| DES MOINES             | INDIANOLA                    |
|------------------------|------------------------------|
| Mon-Thur 8:00AM-7:30PM | Mon, Wed, Thur 8:00AM-8:00PM |
| Fri 8:00AM-6:00PM      | Tues & Fri 8:00AM-6:00PM     |
| Sat 8:00AM-5:00PM      | Sat 8:00AM-5:00PM            |

## SERVICE

| DES MOINES  |
|---|
| General Motors: Mon-Fri 7:00AM-5:30PM • Sat 7:00AM-4:00PM |
| Honda: Mon-Fri 7:00AM-5:30PM • Sat 7:00AM-4:00PM          |
| Hyundai: Mon-Fri 7:30AM-5:30PM                            |

| INDIANOLA                                  |
|--|
| Mon-Fri 7:00AM-5:30PM • Sat 8:00AM-12:00PM |