

today

IN THIS ISSUE

- Reinventing for 2006
- Labor Day Celebration
- Great Gift Ideas



HOLMES

winter 2005



2006 Chevrolet Impala LTZ



2006 Honda Civic EX

More Than a Redesign. This Is Reinvention.

All-new Designs for 2006: Chevrolet Impala, Honda Civic and Hyundai Sonata.

Given the chance to reinvent yourself, wouldn't you go for it? Take a good thing and make it better. Step up to new challenges. Surprise those who think they already know you.

If this sounds too daunting, live vicariously through these three unique sets of wheels, reinvented and all-new for 2006. Buffed up and ready to roll, these three cars are so much more than they used to be.



2006 Hyundai Sonata LX



The All-New 2006 Chevrolet Impala.

Since its introduction in 1959, the popular Chevrolet Impala has grown to be one of the top-selling sedans in America. For 2006, Chevrolet has taken this icon and given it a new look inside and out, with more power and performance, improved comfort, greater fuel economy and upgraded safety features.

The all-new Impala offers three choices of engines. The LS and LT models come standard with a 3.5 liter, 211-hp V6. Step up to the LTZ model which employs a 3.9-liter, 242-hp V6. The big news is that the 5.3-liter V8 engine comes standard with the SS model. "The V8 engine features displacement on demand," says Tim Boes, Holmes Chevrolet general manager. "This allows the car to operate on four cylinders under certain conditions and results in better gas mileage."



On the inside, the all-new Impala offers a unique flip-and-fold-flat rear seat. Lift the bottom seat cushions, flip them forward against the back of the front seats, and you'll find a useful storage compartment for your laptop or purse. If you want to add to your trunk space, lower the rear seatbacks to make a large cargo area.

For our cold Iowa winters (and hot summers as well), a factory-installed remote vehicle starter system comes standard on all models except the LS. You can start the engine from up to 200 feet away with the simple touch of a button on the remote key fob. You can also start the heater or air conditioner with the key fob to make the car's interior a comfortable temperature when you're ready to go.



2006 Chevrolet Impala LTZ



Pricing is another plus to the all-new Impala. According to Boes, pricing is at or below the lowest price point in its model class. "GM's Total Value Promise has come through loud and clear on the pricing of these redesigned Impalas," he says. *(continued on page 3)*

All-new 2006 Chevrolet Impala Pricing	LS model starts at \$21,990	LTZ model starts at \$27,530
	LT model starts at \$22,520	SS model starts at \$27,790



2006 Honda Civic Coupe EX

reinvention *(continued from page 2)*

The All-New 2006 Honda Civic.

As the eighth generation of Civics, the all-new 2006 design is nothing less than an extreme transformation, taking you outside the boundaries of traditional small car thinking.

Four completely redesigned models include an ultra-efficient 50 mpg Civic Hybrid Sedan, the well-equipped and technologically-advanced Civic Sedan and Civic Coupe, and the high performance 197-hp Civic Si Coupe.

The big news for 2006 is a new 140-hp, 1.8 liter, i-VTEC® engine that's standard on all Civic Coupe and Sedan DX, LX and EX models. "You get all that power with the economy you expect from a smaller engine," explains Mike Carley, Holmes Honda sales manager. "For transmissions, you can choose the smooth-shifting 5-speed manual transmission or the new compact 5-speed automatic transmission, which is unique to the 2006 Civic among other compacts."

Safety stands out in this transformation as well. The all-new 2006 Civic family of vehicles is bolstered by the exclusive Honda Advanced Compatibility Engineering™ Body Structure, which improves impact compatibility with different-sized vehicles. In front-end collisions, it helps redirect crash energy around the passenger compartment. Antilock brakes also come standard on all 2006 Civic models.

The sporty, adventure-seeking exterior styling features a one-motion profile with an ultra-fast windshield rake, minimal front and rear overhangs and little gap between the tires and fenders. Honda has an eye for the details and uses it to your advantage.

The extreme make-over continues on the inside. The all-new 2006 Civic has added style and function beyond any other vehicles in its class. A two-tier instrument panel helps you keep your eyes on the road as well as the gauges. The steering wheel offers tilt and telescoping features to better accommodate you and your driving comfort.

Bottom line: the all-new 2006 Civic family has the best-handling, best-performing, most safety-conscious compact cars to hit the road.

All-new 2006
Honda Civic Pricing

DX model starts at \$14,560

EX model starts at \$18,260

LX model starts at \$16,510



The All-New 2006 Hyundai Sonata.

It's a Hyundai like you've never seen before. That's the only way to describe the all-new 2006 Hyundai Sonata. When Hyundai engineers set out to redesign the Sonata, they started fresh, then raised the bar. The result is a sophisticated, spirited sedan offering class-leading safety and standard features.



2006 Hyundai Sonata LX

The all-new 2006 Sonata's V6 models are equipped with an all-new engine. It kicks out 235-hp and features continuously variable valve timing, giving you perfect balance between performance and efficiency. The accompanying Shiftronic sport-mode 5-speed transmission lets you take control of your driving experience with the option of clutchless manual shifting.

Also available is the 162-hp, 4-cylinder engine. Transmission options include a 5-speed manual or Shiftronic 4-speed. "The 4-cylinder engine is rated at 33 miles to the gallon on the highway," states Jerald Gronewold, Holmes Hyundai sales manager.

When it comes to the all-new 2006 Sonata's interior, it's a class above other mid-size cars. "In fact, the EPA classifies the Sonata's interior size as that of a full-size sedan," explains Gronewold. "We have already sold several 2006 Sonatas and our customers love the space."

The all-new 2006 Sonata is the first car in its class to offer standard Electronic Stability Control, which works with the traction control and anti-lock brakes to help prevent collisions. Also standard are 4-wheel disc brakes with Electronic Brake Force Distribution (EBD), giving you more control in emergency braking situations. Six airbags, active head restraints and a host of other impressive safety features demonstrate that the all-new 2006 Sonata takes safety very seriously.

All this, along with unbelievable pricing and America's Best Warranty™ – gives you value beyond what you thought possible.



Drive all three.

A close-up look at these three reinventions is as close as Holmes Chevrolet in Indianola or Holmes Honda and Holmes Hyundai in Des Moines. Or, visit our website at holmesauto.com.

All-new 2006 Hyundai Sonata Pricing	GL model starts at \$17,895	GLS starts at \$20,895 (V-6 model)
	GLS starts at \$19,395 (4-cylinder model)	LX model starts at \$22,895

Muscular Dystrophy: Offering Hope and Help



15th Annual Holmes Labor Day Car Show



1st Annual Holmes Motorcycle Rally & Bike Show



Holmes Labor Day Celebration Benefits the MDA.

For the 17th consecutive year, Holmes Automotive Group dedicated Labor Day weekend to raising money to help those affected by muscular dystrophy. Holmes presented the Muscular Dystrophy Association (MDA) with a check for \$33,503.64 as a result of the weekend's events, which included:



- A Sale-A-Thon in which Holmes donated \$200 for every new or used car, truck or van sold.
- A \$17 oil change event with all proceeds going to the MDA.
- The 15th Annual Labor Day Car Show with a portion of entry fees donated to the MDA.
- The 1st Annual Motorcycle Rally & Bike Show with all proceeds donated to the MDA.

In addition, on Labor Day, Holmes GMC Truck proudly hosted the KDSM-TV broadcast of the MDA telethon.

The highlight of our weekend was a visit from 11-year-old Gabe Stump of Carlisle, MDA's 2005 State Goodwill Ambassador, and 12-year-old Levi Harrington of Des Moines. Both boys have Duchenne muscular dystrophy, which causes gradual muscle weakness and wasting in the voluntary skeletal muscles and eventually affects involuntary muscles as well. It is one of 43 neuromuscular diseases covered in MDA's research and care programs.

"Everyone's donations are very important because the money helps kids like Gabe and I go to camp each year and buy our wheelchairs," expressed Levi as he appeared on this year's Labor Day Telethon broadcast.



Gabe Stump, 2005 MDA Goodwill Ambassador, speaks to Elisabeth Ballstadt, KDSM-TV Telethon Emcee.

All money raised at the Holmes Labor Day event stays in Iowa and is used to fund research, provide support group programs and equipment, send kids to MDA camps, help local clinics and much more. We thank all of our employees, customers, and the community for making our Labor Day event a success!



While you cover ground with your new tires...

...Holmes covers your tires with our Road Hazard Program.

With your tire purchase at Holmes, you also benefit from our Road Hazard Program – at no additional charge.

Every time you pull out of your garage, you face the possibility of tire damage. Nails, glass and other sharp particles in the road can puncture your tires. Potholes also wreak havoc on your tires. It only takes a second to damage a tire, but the cost of replacement or repair can be significant.

Our Road Hazard Program covers any damage to your tires due to road hazards by repairing or replacing the tire. Your manufacturer's warranty will not cover road hazard problems. If your tire is damaged on the road, Holmes will repair or replace the damaged tire with a tire of the same make and model, or a tire of similar quality if the same make and model is not available.

If we could clear the road for you, we would. Since we can't, we're happy to look out for you by taking care of the repair or replacement of your damaged tire – and getting you on the road again!

Contact any Holmes service department for more information about tires for your vehicle or our Road Hazard Program.

ROAD HAZARD

Program

There's No Place Like Holmes for the Holidays



Quick, easy and sure to be a hit!

Holiday shopping season is upon us and Holmes Automotive Group can make it easier than ever for you. A Holmes gift certificate or Wash Club card is a terrific gift for anyone on your list who drives a vehicle!

Gift certificates can be used for anything – from vehicle accessories to oil changes to detailing. Available in any increment, they can be purchased at any Holmes sales or service location.

Wash Club cards also are available in any increment and can be purchased at the Holmes Honda Service counter. Holmes' car wash is located at Holmes Honda in Des Moines and is open seven days a week, 24 hours a day.

Always the right gift, a Holmes gift certificate or Wash Club card is a quick and easy way to please everyone on your list – even that hard-to-buy-for person. Stop by and let us help you this holiday season, or call (515) 253-3029, use your credit card, and we'll send your certificates and cards to you. Happy Holidays!

GM Promises Outstanding Value in Its Products.

With the introduction of its 2006 models, General Motors fulfilled its promise to consumers to provide industry-leading value. As part of that commitment, GM lowered prices, redesigned vehicles, improved warranties or added standard equipment to more than 50 models.



Total Value Promise

The Total Value Promise is a cornerstone of GM's commitment. The company also announced that a year of OnStar® service and StabiliTrak will be standard on most retail GM vehicles sold in the U.S. and Canada by 2010. It goes beyond simply reducing sticker prices. It's a broad commitment that improves the value you receive when you purchase a GM car or truck. It starts with sticker prices that demonstrate clear value.

The Total Value Promise also includes a number of vehicles with new standard features and enhanced warranties that add to the outstanding value of 2006 GM products. For example, GMC Canyon now has tilt wheel with cruise control standard on all models. Chevrolet Silverado's and GMC Sierra's uplevel Performance Edition Package is reduced by \$500.

The final point in the Total Value Promise is a more targeted approach to incentives and financing tools. Given the intensely competitive automotive market, incentives will continue to play a role in GM's marketing plans; however, the focus will be on the vehicle and the value it offers you.



Jerry Stock, Holmes GMC Truck sales manager and Tim Boes, Holmes Chevrolet general manager, believe that when you shop and compare their products against the competition, you'll see exactly what is meant by the Total Value Promise. "Customers know a great value when they find it," says Boes. "Our line-up offers customers more without asking them to pay more."

Experience the Total Value Promise for yourself. Stop in Holmes GMC Truck in Des Moines or Holmes Chevrolet in Indianola and see firsthand the value you're promised.



Our Customer Care Center Delivers New Levels of Service.

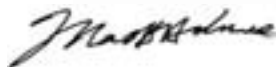
We've recently raised the level of service at Holmes Automotive Group with our new Customer Care Center. Housed in its own building at our Des Moines location, this new department is devoted exclusively to contacting our customers over the telephone and Internet, offering a constant ear every hour that we're open.

Establishing this constant dialog with customers is something that I've wanted to do for many years. By staying in touch with you, we can know what you need and want, and we can change according to your needs.

After any transaction with us, the center will follow up by asking how we performed for you. This will not only answer any questions and concerns you may have; it will also provide information on how we can improve. When you receive a call, feel free to give us your ideas on how to serve you better. No matter what it is, it will help us to know what you're thinking. By knowing you better, we can serve you better.

We know there are times you don't want phone calls, like when you sit down to dinner, and we won't call be calling then. If there are other times that you don't to be disturbed, please let us know. Of course, if you'd rather we never call you, we'll honor this request, also. We wish to be helpful, and we'll only call you with important information, such as service requirements, recall notices and special offers. You can tell us under what conditions you want us to call or not to call, and we will honor your request. Of course, we will observe the law and the requirements of the National Do Not Call Registry.

We expect our Customer Care Center to take us to a new level of customer service and satisfaction. We invite your comments when we succeed at this, and when we fail. By telling us how to improve, you help us serve you better. And, of course, you can always call me direct at (515)253-3050, or email max@holmesauto.com.



Max Holmes



Free OnStar® Diagnostic Service on GM Vehicles

Monthly E-mails Let You Know How Your Vehicle Is Doing.

If you drive an OnStar®-equipped General Motors (GM) vehicle, it's pre-programmed to send you monthly e-mail reports letting you know the results of remote diagnostic checks. The Vehicle Diagnostic Program, as it's called, is a monthly service being offered at no additional charge to new and existing customers subscribing to OnStar's Safe & Sound Plan.



"Each month, OnStar will run hundreds of diagnostic checks on certain key operating systems in a vehicle, including the engine and transmission, airbags, anti-lock brakes and the OnStar system," explains Randy Walker, Holmes General Motors service manager. "OnStar can conduct the remote diagnostic check at anytime, even as the vehicle is moving down the road."



The unique e-mail report also provides maintenance reminders based on the vehicle's current odometer reading, remaining engine oil-life and other relevant vehicle ownership and OnStar subscription information. The report matches the vehicle's current odometer reading to the GM Simplified Maintenance Schedule so that you can be informed about recommended maintenance services.

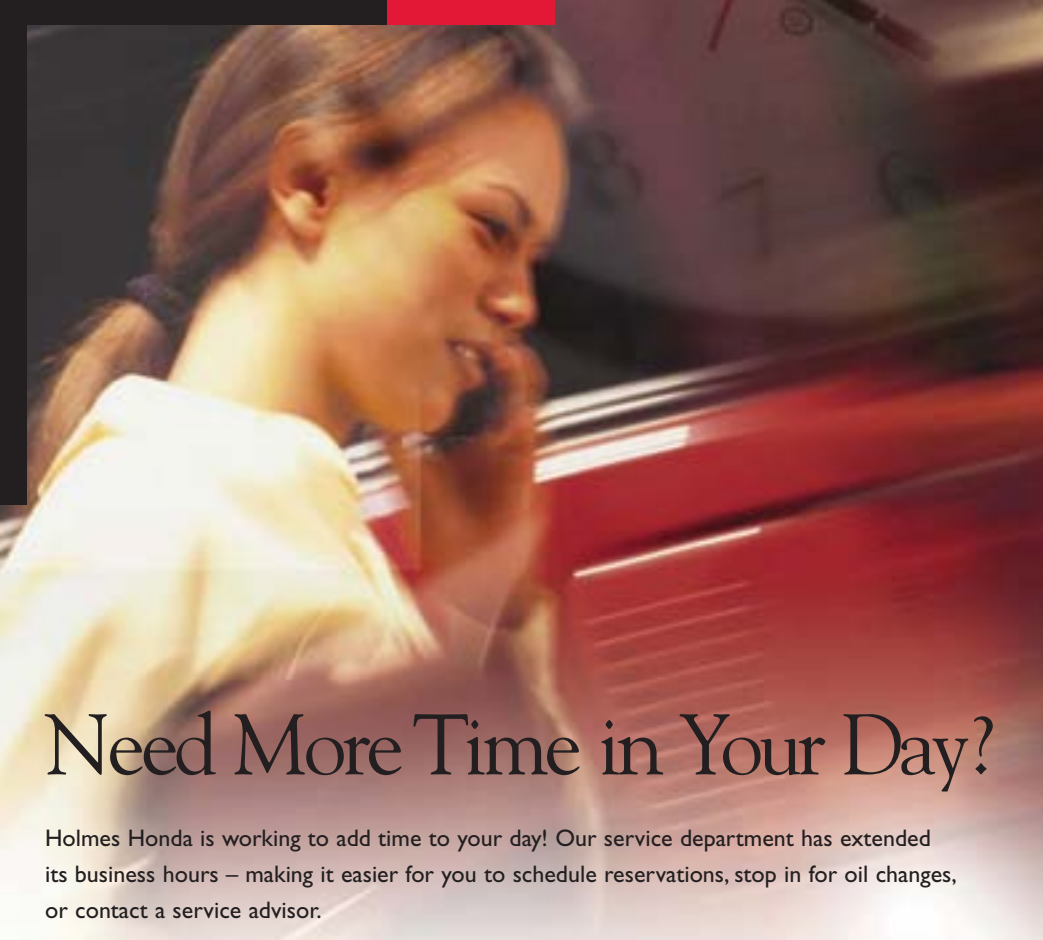
"Participants in this program receive the added peace of mind knowing the status of these four key systems in their vehicle, plus the convenience of a regular maintenance report," Walker adds. "And they receive this service at no additional cost to their subscription."

Owners of 2004 model year GM vehicles or newer are able to opt for the Vehicle Diagnostics Program. Current subscribers can sign up for the service at www.onstar.com, or by simply pressing their blue OnStar button and asking the OnStar Advisor to enroll them in the OnStar Vehicle Diagnostic Program.

The program is exclusively for GM customers and reinforces GM's commitment to its Total Value Promise. No other manufacturer offers these two unique, valuable and comprehensive diagnostic services remotely to the vehicle or directly to the customer's home computer. GM plans to make OnStar a standard feature on all its vehicles in the next few years.

For more information about OnStar's Vehicle Diagnostic Program, log on to www.onstar.com.





Need More Time in Your Day?

Holmes Honda is working to add time to your day! Our service department has extended its business hours – making it easier for you to schedule reservations, stop in for oil changes, or contact a service advisor.

The Holmes Honda service department's new business hours are:

Monday through Friday 7:00 a.m. to 5:30 p.m.
Saturday 7:00 a.m. to 4:00 p.m.

Accommodating our customers is always first on our list. We want to be here when you need us, and when it's most convenient for you so you can make the most of your time. Service reservations may be scheduled by calling the Holmes Honda service department at 253-3068, or you can schedule your appointment online at holmesauto.com.



CHEVROLET
GMC TRUCK
HONDA
HYUNDAI

DES MOINES

I-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

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