



Simmonds Tyres

BRIDGESTONE Firestone



Spring 2017

Kia ora!

Welcome to our Spring newsletter for 2017. Grab a cuppa and take 5 minutes to have a read...

The weather has warmed up, the days are getting longer and Anita's lunchtime walks have taken her past all the beautiful spring bulbs popping up over town. Kuirau Park is looking better all the time with all the work being done down there by Council staff – a real pleasure to walk through.

You may have noticed that we've changed our billboard on the back of the building recently. With those high winds we had the old one got ripped from its mooring. Our new billboard refers to the fact that the Bridgestone and Firestone brands are the most trusted tyre brands in NZ.

Georgia only has a couple more months to go before she finishes her Bachelor Science (Env) degree at Massey – job hunting time now! Drew has enjoyed his time so far at Victoria in Wellington but keeps his hand in working with us over the Uni holidays to earn much needed cash!

Quick giveaway time – when you purchase a set of Cooper ST Maxx or STT Pro tyres from us this month you'll get a free Adidas All Blacks rugby jersey!

Haere ra from all of us here – Andrew, Anita, Georgia & Drew Simmonds, James Marsters, Bruce Henderson & Jason Walker



Simmo's Tyre Tips

Bruce found this old ad on the back of a 1958 "Popular Mechanics" magazine - funny how some things don't change! The advice we give to our customers now is still much the same - keep your tyres inflated correctly, rotate them regularly and make sure your wheel alignment is correct.

TIPS FROM TEXACO

"WHY TIRES GET TIRED"

It was 4 A.M. in the parking lot and the tires got talking.

"Boy, it's tough," said the left rear. "Carrying car tonnage at 70 M.P.H. is bad enough without the driver punishing us, too."

"Yeh, sudden starts, stops and fast, sharp turns grind off rubber," said the right rear.

"Banging and scraping against curbs and rocks is bad," added the right front. "And under-inflation shortens our lives."

"Yes," replied the left front. "And the front wheels have excessive toe-in that's scraping us to the cords. When I blow the boss won't like it."

Smart drivers save. They have their tires checked (and rotated) regularly by their Texaco Dealer . . . and they buy their new tires from him – and batteries, too.

Why smart drivers don't get tired! A rough-riding chassis tires you, without your knowing why. It's worse if you get squeaks and rattles. That's the reason Texaco developed cushiony, smooth-riding Marfak chassis lubrication. Makes riding and handling easier and safer. Marfak seals itself in against dirt, dust and splashed water. Protects against wear. See your Texaco Dealer – the best friend your car has ever had.

MARFAK Lubrication
THE TEXAS COMPANY

TEXACO DEALERS
IN ALL 48 STATES

Texaco Products are also distributed in Canada, Latin America, and Africa.
TUNE IN . . . METROPOLITAN OPERA radio broadcasts Saturday afternoons, ABC.

S.I.M.M.O.

(Simmonds Motoring Monitoring Officer)

If you're new to us, you'll discover that S.I.M.M.O. will send you reminders for your wheel alignments and free tyre checks and rotations. We are able to tell you what mileage you get out of your tyres, when they were bought, rotated and aligned. Since we started S.I.M.M.O. in 2007, we have over 4,000 customers receiving our reminder service. If you've sold your car or we need to update your contact details, please call us on 07 3490034.

We've enclosed one of our Simmo car stickers for you – if you use our forecourt after hours and your car has our sticker on the rear windscreen we know that you're one of "ours"!



Over the last 7 years we've collated a large number of tyre tips from our newsletters, all of which are on our website – www.simmondstyres.co.nz. If you have access to the internet, just click on which tip you're interested in and all of Simmo's expertise is there just waiting for you to read!

Staff News

We'll be having another addition to the "Simmo" family soon - James and Janelle are expecting baby number 4 in a couple of months. We're very happy for them and Anita's looking forward to more baby cuddles!

GET A FREE
ADIDAS ALL BLACKS RUGBY JERSEY
With every set of ST Maxx or STT PRO Tyres.

RSP \$149

Cooper TYRES
AMERICA'S MOST TRUSTED TYRE

LIMITED TIME ONLY S/TMAXX STT PRO

What makes us different from other tyre dealers in Rotorua

AA Smartfuel

Bring in your AA Smartfuel card so we can give you some fuel discounts when you pay for your new tyres. You can save anywhere from 5c to 25c a litre depending on how much you've spent!



Free coffee voucher at Abracadabra

From 10.30am Tuesday-Saturday, if we're doing new tyres or a wheel alignment for you, we'll give you a coffee voucher to use at Abracadabra while you wait.



Free tyre rotations

If you're on our S.I.M.M.O. database, we don't charge you for your tyre rotations. That's something you should do every 6 months or 10,000km – saving you \$20 each time. So if you're getting 50,000km out of your tyres, you've saved \$100 just by being one of our S.I.M.M.O. customers. We think that's pretty good!



Buy 1 get the 2nd half price on selected Bridgestone & Firestone tyres



Until 29 September we have our "Buy 1 get the 2nd half price" sale on selected Bridgestone and Firestone tyres. Call us on 07 3490034 to find out more.



"Re-tiring" the old machinery....

We're firm believers here in making sure we have the best tools for the job and so we "re-tired" our oldest tyre machine and wheel balancer recently. The balancer had been with us from the beginning in 1997! Here's James with the new balancer (he looks pretty happy too!)



Anita's Tomato Sauce

Anita's Recipe

I make this recipe at least once a week (if I was well organised I'd make a big batch and freeze it, but you know....guess I'm not that organised!) Anyway, I use it as my base for pizzas, to make vegetarian lasagne, or a simple spaghetti and tomato sauce with grated parmesan and some garlic bread. The key is to let it cook slowly for at least 45 minutes which will develop the flavours and make it truly yummy!

TOMATO SAUCE FOR PIZZA AND PASTA

- 1 large or 2 small onions, diced fine
- 4-5 cloves garlic, crushed (depending on how large they are you may need less)
- Olive oil sufficient to thickly cover base of a medium saucepan (approx. 5 tbsp)
- 1 x 400g can chopped tomatoes
- 1-2 heaped tbsp tomato paste (or more to taste)
- Sugar to taste
- Salt & pepper
- 2 tsp dried oregano or basil, or 1 tbsp fresh basil

Pour enough olive oil into the bottom of a medium saucepan so that there's about 4-5mm depth. This is key to getting the right flavour and general yumminess into the sauce. Heat gently and add the onions and garlic, and fry gently until soft and brown but not burnt. You want them to caramelize and get more flavour into the sauce. Raw onion doesn't taste nice!

Add canned tomatoes and tomato paste, and dried herbs if using. Simmer for at least 40 minutes very slowly. Keep tasting regularly and if it's not "tomatoey" enough, add more tomato paste. This is key as you want a really rich, flavourful sauce. You want it to be thick and jammy. Simmering for a long time develops the flavour in the sauce. Add salt & pepper to taste, sugar and fresh herbs at the end if using.

The sauce should be thick and super tasty – if it's too "sharp" add a touch more sugar which will also help bring out the tomato flavour. You could easily double or even triple the recipe if you wanted to and freeze the leftovers.

