



A Certified Green Business

2220 San Pablo Avenue
Berkeley, CA 94702

510.549.9330

www.AckermanServicingVolvo.com



Approved
Auto Repair



Bruce Ackerman, owner
Maile de Neeve, content
Jake McMurtry, layout

Stamp

Perhaps We Can Help
With Your 'Other' Car



BERKELEY

Do you know how to get your name in the hat for the monthly CHEZ PANISSE gift certificate worth \$150?

Get your free Ackerman's license plate frames at the shop (takes five minutes). Phone Bruce and ask him to enter you in the drawing before the 1st of the month. The number is: 510.549.9330. Email is okay, too: backerman@sbcglobal.net. Bruce always notifies winners by phone.

Congratulations 2011/12 Winners:

Jul-11 Lydia Tanji	Aug-11 Michael Howerton	Sep-11 Dorothy & John Becker
Oct-11 Sandy Olson	Nov-11 Robert Marshall	Dec-11 Sarah Cunniff
Jan-12 Richard Stayman	Feb-12 Cecille Carcia	Mar-12 John Grutfest
Apr-12 Marie Cotter	May-12 Daniel Baum	Jun-12 Peter Trow

ACKERMAN'S

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shop news

510.549.9330

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A Day at the Races Taking in the Sights, Sounds and Smells

The first time Darren Magnenat, Ackerman's shop foreman, went to watch Bruce race his Volvo P1800 at the Sonoma Raceway track, he worried that he'd be a "jinx" and Bruce would lose. Of course, Darren really had nothing to worry about. Bruce has been racing for many years, sometimes winning, sometimes losing, sometimes breaking down completely, in front of friends and family, or without a single person he knew in the stands.



Speed and Strategy at Play

One of the first things that Darren discovered was that at amateur races the crowd is allowed to wander freely around the paddock to get a backstage view of all the race preparations. He met drivers of different ages and experience levels, and took in the vast array of cars, Mazda's,

Chevy's, Ford's, Porsche's, Volvo's, MG's, Datsun's and more, all with spruced up engines and big racing tires. The sights, sounds and smells add to the excitement and thrill at being at the race track!

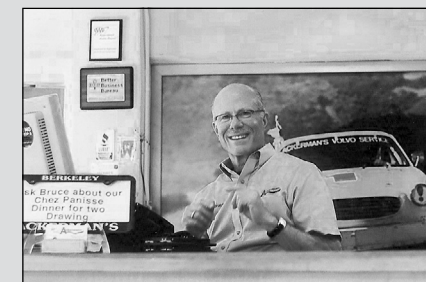
After that first race, Darren was hooked. Now he brings family and friends to the races to share in the thrill of watching speed and strategy at play. He recognizes car numbers, and can point out to his

guests the fastest drivers or which other cars to watch for. He even helps Bruce at events by manning a booth to show the in-cab video of Bruce racing and, of course, to promote Ackerman's! He recently put together a Great Sonoma Raceway end-of-season BBQ for family and friends at McGee Motorsports, the team that works on Bruce's car.

If this all sounds like fun, ask Bruce about the Sports Car Club of America, SF Region's upcoming calendar.



Jim from Huffaker Engineering modifying the cylinder head for Bruce's P1800.



You can help...

Keeping your tires properly inflated to the manufacturer recommended PSI increases their longevity and helps maintain safe handling and traction.

Did You Know?

We can help...

Ever have an exterior bulb burn out? Come on in and we'll replace the bulb while you wait. You just pay for the bulb, and the labor is complimentary.

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Have You Heard That Ackerman's Will Donate 5% of Your Invoice to a School or Non-profit Upon Request?

Q. Bruce, how does this 5% donation program work?

A. Its simple. Customers just ask me to donate 5% of their pre-tax invoice to any school or charitable cause they want to support.

Q. Then what happens?

A. I write a check on the spot to the school or charitable concern and give it to the customer to pass on. I'll even mail the check myself if the customer provides the address.

Q. How much money has this program raised so far in 2012?

A. Factoring in 14 minor services donated in support of school auctions, we have given nearly \$8,700 to schools and non-profits this year.

Q. How can I spread the word about these opportunities?

A. Just have someone who's in charge of development contact me at 510.549.9330 or backerman@sbcglobal.net. A full list of previous beneficiaries is available on our website at: www.ackermanservicingvolvo.com/Community/community.html

Q. Do you have a flier that school official can distribute to their community?

A. Yes, and I can forward it to them for circulation to their supporters.

Trisno the Archer Focus, Strength and Steadiness

I first tried archery two years ago in Wisconsin. My nephew hunts deer there using a compound bow which is more accurate and can send an arrow further with more power than ordinary bows. He showed me how to use his bow and I immediately liked it. It was challenging and fun, so I bought my own.

A compound bow is not made of wood and fiber. It includes metal components; the string is connected to cams that store the energy when you pull back the arrow. My bow is an amazing piece of engineering.

It's important to me to have hobbies that require discipline and keep me active. Archery relates to my martial art training. Both require focus, strength, and steadiness. Every aspect of the experience is satisfying: pulling the



Trisno with his compound bow

string back, focusing on the target, holding the arrow steady and releasing it. Of course, hitting the target is satisfying, too!

Proudly Supporting Our Community (2012 Donations thru June)

- Beach, Havens, & Wildwood Elementary Schools
- Black Pine Circle School
- Children's Community Center
- Crestmont School
- Holy Names University
- Madera Elementary School
- Malcolm X
- Oakland Technical High School
- Prospect Sierra School
- Rosa Parks Elementary School
- Saint Elizabeth High School
- School of the Madeleine
- Thousand Oaks School
- Willard Middle School

It's difficult, but if you practice you can get good at it. I practice on straw targets at a range of between 15 to 45 yards. I know I'm getting better when I can group all the arrows in one spot. I'm pulling sixty pounds when I draw the string back while holding it steady. It's a great sport, really keeps you in shape!

Here in the Bay Area I usually go up to the archery range in Redwood Park in the Oakland hills to practice. I've noticed a lot more people on the range lately, including teenaged boys and girls. Maybe they've been influenced by The Hunger Games.

For me, being outdoors is a big part of the enjoyment. When I'm holding the arrow on a target and I'm in nature, I feel connected to my ancestors, to older times when men had to hunt to survive.

Featured Customer: Marie Cotter With a Little Help From Her Friends

Marie Cotter began driving Volvos in the early '70s because she needed a dependable car with a large trunk. A new career required her to travel up and down the state of California. During the many years traveling, Marie owned six Volvos! They were her steady friends, and after the first two, she started to give them names.

Her third car Thor, a 740 Volvo, proved his worth when Marie's son was using the car and got broadsided. He was able to walk away from the accident and there was no damage to the engine. Thor received a body shop makeover to the tune of \$9,000, and continued to be of service to Marie.

Next came Sven, a blue 740 Volvo, faithful in his task for 295,000 miles. Now that's a dependable car! But the end comes to even such a reliable workhorse. To say goodbye to Sven, Marie created a story of a Viking burial, complete with songs sung on a barge out on Monterey Bay! A fitting tribute for long-time friend.



Marie Displays the Results of Her Passion for Painting

Today, Marie drives a marine-blue S70 named Sven Hilda, but for a different purpose than her long line of other Volvos. Now there are grandchildren to visit and places to go for inspiration for her lifelong love of painting.

Since Marie was nine she knew that she would express herself through the art of painting. At home she is surrounded by many of her works, influenced by the well-known abstract painter, Bertha Forgee and by her studies of the Fine Arts at both San Jose City College and the San Jose State University. She studied extensively both in watercolor and oil painting.

There was a time when she shared her talent by teaching. Now she has discovered the joy of pastels, which she blends with her other techniques. If you would like to see her work, contact her at cmcotter.cotter@gmail.com.

Naturally, when Marie moved into the area, she needed to find a reliable Volvo repair shop. After complaining about her dissatisfaction with other repair shops, Her neighbor told her about Ackerman's and she has been coming ever since. Each time she has brought Sven Hilda in for a visit, Marie has found the service to be helpful, friendly, and straight forward in repair recommendations. It turned out to be a good match, as you would expect.



Marie, Sven Hilda and Ackerman's... a good match.

Tell a Friend about Ackerman's Business Philosophy

- Give honest advice as to what the car needs.
- Handle each customer's car as we would our own.
- Offer same day service.
- Be there for emergencies, big or small.
- Provide transportation to and from the shop.
- Make referrals to other service providers when necessary.
- Give 10% discount off labor (up to \$100) with AAA membership.
- Follow up with a post-service phone call to make sure all is well with your car.
- Offer a two-year warranty on parts and labor to AAA members.
- Rotate tires upon request.
- Donate 5% of a customer's invoice upon request.
- Hold a monthly raffle for a \$150 gift certificate for Chez Panisse.
- Support fundraisers with an in-kind donation of a minor service valued at \$180.