

## The Coulter Infiniti "Holding the Keys to Luxury" Newsletter

### "INFINITI PERSONAL ASSISTANT" OFFERS 24-HOUR CONCIERGE SERVICE AS PART OF THE INFINITI TOTAL OWNERSHIP EXPERIENCE®

Infiniti is looking for ways to make your life easier, and not just with the continued improvement of its vehicles, either. In fact, the automaker has just launched a new service called Infiniti Personal Assistant, and it puts a team of professionals at your beck and call 24 hours a day.

Offered as a complimentary service to new Infiniti owners, the IPA program allows owners to be connected to a live assistant at any time of day when the owner is out driving, by dialing up the service through the vehicle's Bluetooth system, or while away from the car through the owner's cell phone. Once connected, the live helpers are able to offer up answers, advice or assistance on topics ranging from:

#### Directory Assistance and Driving Directions

- City Guides
- Weather Forecasts
- Dining Suggestions and Reservations
- Movie Times and Reviews
- Travel Arrangements
- Emergency Assistance
- Schedule Reminders
- Stock Market Information
- Sports Scores and Stats, General Trivia Answers
- Consumer Product Reviews & Price Comparisons

This service remains a no-cost feature for the first four years of new-Infiniti ownership.

Companion accounts can be added on so that your significant other or kids can use the service, but those ones will cost you. Additionally, Infiniti will offer the service as an option on used vehicles, with certified pre-owned cars eligible for a four-year plan and non-CPO cars able to grab a one-year package.

The advertisement features the Infiniti logo on the left and the Coulter Infiniti logo on the right. Below the logos, it reads "INFINITI LIMITED ENGAGEMENT SUMMER EVENT". To the right of this, a large "1.9%" is displayed, with "FINANCING UP TO 60 MONTHS ON ALL 2011 MODELS" underneath. At the bottom, two Infiniti vehicles are shown: a silver sedan and a silver SUV. The background is a gradient of purple and blue with a sunburst effect.

Take advantage of the best offers of the year  
On our entire line of luxury performance vehicles

The Limited Engagement Summer Event is happening now. [Click here](#) to explore the world of Infiniti and the Limited Summer Engagement offers.

"The new Infiniti Personal Assistant benefit is a great addition to the Infiniti Total Ownership Experience®, providing true anything, anytime, anywhere concierge service with the personal touch of talking to real people, not some computer data site" said Infiniti America's Vice President Ben Poore. "There's seemingly no limit to what Infiniti Personal Assistant can do for you - adding to the pleasure of driving and owning an Infiniti vehicle."

## The Coulter Infiniti Award Winning Service Department

One of the very few luxury car dealers in the US constantly listed in AZ as a top facility in customer satisfaction - Coulter Infiniti is making servicing your Infiniti as simple as possible. We provide a complimentary Valet pick-up and delivery; we come to you with a loaner car, take your vehicle back to our shop for all requested work to be performed and then bring the car back to you, hand washed and vacuumed of course. Services are for Coulter Infiniti customers who need:

- Major service, ( 30k, 60k, 90k )
- Minor service ( 15k,45k,75k )
- 4 wheel alignment
- Brake replacement (front or rear)
- Brake replacement (front or rear)
- Full vehicle detail

Call 480-396-1515 to  
schedule your service today  
or [click here](#)

*Keep your Car Running Smooth all Summer Long!  
Take advantage of these HOT Summer Service Specials*



**\$14.95 LUBE,  
OIL & FILTER**

CALL AHEAD FOR SERVICE RESERVATION, 480-396-1500

Offer expires 7/31/11. Please present coupon when service order is written. Cannot be combined with any other coupons, menu priced items, already discounted or special priced items. Valid only at Coulter INFINITI. Up to 5 Quarts of oil.  
Offer does not include tax.

**20% OFF**

**ANY REPAIR OR  
MAINTENANCE SERVICE**

CALL AHEAD FOR SERVICE RESERVATION, 480-396-1500

Offer expires 7/31/11. Please present coupon when service order is written. Cannot be combined with any other coupons, menu priced items, already discounted or special priced items. Valid only at Coulter INFINITI.

**FREE MULTI-POINT INSPECTION  
& TIRE PRESSURE/FLUID ANALYSIS**

Pay close attention! If you are a current Infiniti driver and have a lease maturing from October 2011-February 2012, you don't want to miss this HUGE opportunity. Right now at Coulter Infiniti, we will pay up to 3 of your remaining lease payments, give you a \$500 waiver for excess wear and tear on your current vehicle AND waive the \$395 disposition fee for your next Infiniti. Step into a brand new 2011 or 2012 Infiniti model of your choice

simply by taking advantage of the Summer Lease Loyalty Program. Take your pick from any the fabulous Infiniti models in stock:

[G25 Sedan](#)

[G37 Sedan](#)

[G Coupe](#)

[IPL G Coupe](#)

[G Convertible](#)

[M/M-Hybrid](#)

[EX Crossover](#)

[FX Crossover](#)

[QX56](#)




**INFINITI.**

*Coulter* Infiniti

INFINITI  
**SUMMER LEASE**  
LOYALTY PROGRAM

**ATTENTION!**

*You are eligible to participate in a special program that will get you out of your current lease and into a New 2011/2012 Infiniti*



*To make it easy, we are:*

- Paying up to 3 of your remaining lease payments
- Offering a waiver up to \$500 for excess wear and use/excess mileage charges
  - Waiving the \$395 disposition fee

**Don't wait – Take advantage of this HUGE offer immediately!**

**877-415-2571**



**G Convertible**



**FX Crossover**



**QX56**

**CLICK HERE TO VIEW ALL OFFERS!**

*Coulter* Infiniti  
INFINITI.

The new Infiniti must be delivered from retailer stock during the Program Period. Current lease has to mature between 10/1/11 and 02/01/12. Offer is good until 9/30/11. See dealer for details.

# Coulter Infiniti

6225 E. Test Dr.  
Mesa, AZ 85206  
US60 & Superstition Springs Blvd.  
Sales - 877-415-2571  
Service - 877-415-2945  
Parts - 877-415-3521  
Call us or send an [email](#)



[www.coulterinfiniti.com](http://www.coulterinfiniti.com)



## ABOUT COULTER INFINITI

[Coulter Infiniti](#), the east valley's premier Infiniti Dealership has proudly joined the Coulter family of auto dealerships. For over 80 years the Coulter name has stood for quality, value and service for tens of thousands of Arizona luxury car buyers. Coulter Infiniti (formerly Superstition Springs Infiniti) is conveniently located in Mesa, AZ, just 4 miles east of the 101 off highway 60 at the Superstition Springs Blvd. exit. The convenient location is minutes from Ahwatukee, Chandler, Gilbert, Mesa, and Tempe, AZ. Coulter Infiniti excels in selection, competitive pricing, service and a customer care program that includes free loaner cars, concierge service, and the kind of responsive support that maintains their customer loyalty. Our experienced sales staff is available daily to answer your questions and make sure you find the Infiniti or quality pre-owned vehicle that's perfect for you. Our Finance Department will make the car buying process as straight forward as possible so you can get on the road in your new Infiniti.

*Coulter Infiniti...Holding the Keys to Luxury*

## Challenge Yourself in the Coulter Corner - August Trivia

- Which flower is not considered a flower of the month for August?
  - Poppy
  - Four O'Clock
  - Gladiolus
- August's birthstone is the:
  - Sapphire
  - Garnet
  - Peridot
- Which is not another name for August?
  - Agoot
  - Aout
  - Lunasa
- What happened the 16th of August, 1945?
  - India became an Independent country
  - Marilyn Monroe made her Playboy debut
  - End of the Second World War - bombing of Hiroshima
- What zodiac sign does NOT rule in August?
  - Leo
  - Pisces
  - Virgo
- What was August's original Latin name?
  - Sextilis
  - Augiliua
  - Carpagu
- Which famous person celebrates an August birthday?
  - Wolfgang Mozart
  - Sean Connery
  - MySpace Tom
- August was originally which month?
  - 6th
  - 10th
  - Always been the 8th month
- "If the first week of August be warm..."
  - doth harvest no harm"
  - "the winter will be long."
  - "the bees will swarm."
- On August 21, 1959, Hawaii became which state?
  - 48th
  - 50th
  - 38th

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