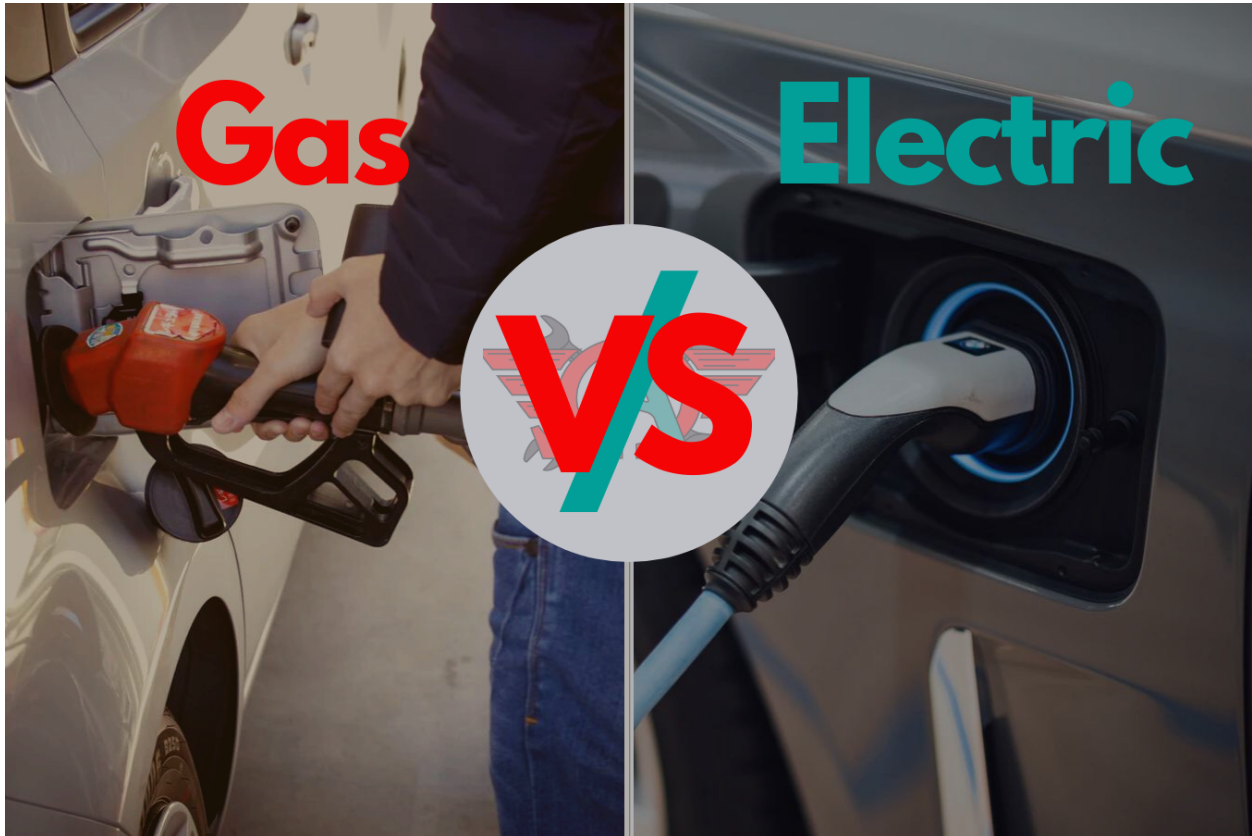


# ALPHA & OMEGA AUTOMOTIVE



## 1. Gas or Electric

Electric vehicles have been emerging and are quickly advancing. Their environmentally friendly design and fuel efficiency have been gaining popularity fast.

It is said that we are soon reaching a tipping point where electric vehicles will be the more affordable option for most people to use as their daily driver.

That being said, the gasoline-powered combustion engine isn't going anywhere just yet.

Gasoline-powered vehicles still have a higher top speed than electric, and are typically the favored option for performance-based driving.

What are your thoughts on electric cars? The future of automotive, or just another option on the lot?



## **2. Driving in the US: Then and Now**

So many more people are driving now than ever before. It's always been seen as not just a method of transportation, but a symbol of freedom.

In their early days, cars were a luxury meant for cruising. Now, they are essential for daily living in most places.

Cars used to be limited in terms of options and capability. But fuel efficiency, safety, customizations and upgraded amenities have made cars a way of connecting with the world around us in completely new ways.

What was driving like for you growing up? What's the driving experience like now?



### 3. Car Trends Over the Years

Car manufacturers have come a long way with car designs from what we started out with. People's preferences when it comes to the car they drive has certainly changed over the years as well.

Cars designed in the 1930s kept a bold look with bulging frames, styled headlights and chrome trim.

By the 1950s, models had sized down to smaller, sleeker designs to compete with the influx of compact European cars. Manufacturers also experimented more with bold colors and smooth pastels.

1970s - the Muscle Car era. This time in car history was defined by an emphasis on performance. Designs featured box frames and hard lines, which gave them a tough look.

'90s car trends featured more curves and contours. Cars' safety and performance upgrades from the last few decades came together to allow for better maneuvering and speed, which was best highlighted in coupes and sportier vehicles.

It's clear to see how trends in car design have affected the models we have today. Which is your favorite car era?



#### **4. Car Design Fails: Obsolete Car Designs**

The car design standard that we see today would not be what it is without a few bumps along the way.

Not all cars had 4 wheels at first. Inventors experimented with 3-wheel and 5-wheel designs as an attempt to improve handling. One model even had 8-wheels!

There was an attempt at making an amphibious vehicle - the Amphicar was designed to travel on both land and sea. But, it only went about 10mph in water and often sank.

A poorly designed fuel tank was a HUGE manufacturing fail, most being familiar with the infamous Ford Pinto that would explode at the slightest rear-end.

Fortunately, these cars did not make it to 2021. Due to backlash and established design standards, these vehicles are no longer manufactured, and it's very unlikely you'll see any of them on the road today.



## 5. Then & Now: The Car Buying Process

Car buying isn't what it used to be. From no-haggle options to car vending machines, the auto industry certainly has changed in recent years.

These days, we're all about customization. From the type of car you want to how you want to buy it, the modern car buying process is all about options.

With just about every major manufacturer personalizing each style of car, and new models coming out every year, we have way more variety than we used to.

And, technology plays a factor in the amount of gadgets and amenities our cars can offer.

Fortunately, this abundance of options is great for the buyer, who can choose the balance of upgrades and price and adjust their purchase based on what fits their needs.

Which was the easier car purchase: your first or your most recent?



## 6. The Evolution of Car Safety

There's no denying that cars today are safer than ever. The automobile mortality rate has decreased by 18% since 1975.

Scientists and their crash test dummies have been doing their part to keep us safe for decades.

Some of the biggest effects on vehicle safety are the use of airbags, seatbelts, and impact protection.

The invention of the now-standard 3-point seatbelt and crackdown on buckling up have been considered some of the most important contributions to car safety.

Airbags have been shown to reduce fatality rates by 29%, and have become standard in vehicles since 1999. Adding extra side airbags has also shown to reduce further injury.

Modern vehicles are made with upgraded materials to absorb the force of impact, better protecting the safety of the driver.

It's thanks to these improvements to our vehicles that we are able to safely operate through our daily lives!



## 7. America's First Mechanic Shops

When did mechanic shops become a thing?

When cars were first invented, they were luxury items for only the very wealthy.

At that time, there mainly was only private mechanics for hire, who would double as their drivers.

The mass production of Ford's Model T made parts easier to find and mechanic shops started to become common.

The shops started inside of blacksmiths and dealerships until cars caught on enough to start opening standalone shops.

# Modern Mechanic Practices



## 8. Modern Mechanic Practices

All the best mechanic shops are using cutting edge technology to make your auto repair experience easier.

Mechanics that use the most up to date technology are able to get work done faster. This means paying less in labor costs and a more affordable visit.

One of the most impactful ways of doing this is by using automotive diagnostics tools to locate the precise problem and fix it immediately.

Technology also just makes the process of getting a repair less of a hassle. This includes a featured website with company information, online booking, and reading reviews.

Keeping up with ever-advancing technology is essential to making sure the guest has a great repair experience.





## 9. What to Keep in Your Emergency Kit

When you're on the road, you never know what could happen. Emergency kits are essential to overcoming any obstacle that comes your way (literally).

Ideally, everyone should have a custom kit, but here are some basics that cover safety equipment, first aid, and comfort items.

Safety: flashlights, jumper cables, spare tire and jack, seatbelt cutter, zip ties, duct tape, and a multi-purpose tool or small tool bag


First aid: gauze, tape, bandages, antibiotic ointment, aspirin, gloves, scissors, hydrocortisone, thermometer, tweezers and instant cold compress

Comfort: Water and nonperishable foods like peanut butter and dried fruits, phone charger, rain gear, blanket, change of clothes

## 10. Branded Testimonials

"Alpha and Omega has repaired a number of vehicles for my family over the years and they have always done so well and at a reasonable price. Their integrity, workmanship and value are all superior. I trust them to keep cars running in top notch condition, not only for myself, but for my wife and daughters."

- Ed Holt

The logo for Alpha and Omega Automotive features a stylized blue letter 'A' with red wings extending from its sides. Above the 'A' is a red banner with the text 'SIMPLY HONEST' in white. Below the 'A' is a red banner with the text 'AUTOMOTIVE' in white. The entire logo is set against a red background.

"I love them! Very honest and will go above and beyond what you would expect from a car maintenance center."

- Pattie Curlee

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