

New Beetle voted 'happiest' car in the world



The new style Volkswagen Beetle has been ranked the happiest looking car in a worldwide study. Researchers asked hundreds of people to rate images of a wide range of international cars in a bid to investigate the phenomenon of pareidolia – the tendency to find faces and human traits in inanimate objects.

The study found that people instinctively attach human personality traits to cars, saying that those with slit-like headlights,

large grilles and wide air intakes were seen as being more mature, masculine or dominant, whilst those with rounder headlights and larger windscreens were seen as being more youthful and feminine.

The findings are no surprise to Peter Cooper, who has already seen huge demand for the new Beetle which is launched next month. Darren Cooper commented: "The new Beetle has received some very favourable reviews and, not surprisingly, we are building a long list of customers wanting to test drive it. My advice is to get your name down as soon as possible and book a drive."

On the face of it

In the coming weeks, we will be launching our new Facebook page and Twitter feed.



By 'friending' and 'following us', you will be able to access exclusive offers, receive tips on getting the most out of your Volkswagen, get details of new models and accessories as well as see all the latest news on our dealerships and community events.

One of the first offers in the pipeline is information about a free monthly car wash club courtesy of Peter Cooper.

Keep an eye out for us as we go live! You can access our twitter and Facebook from our website at petercoopergroup.co.uk

TAKE THE PETER COOPER £50* CHALLENGE



It's easy to earn money from the Peter Cooper Group and hundreds of customers have already received £50 or more by referring friends or relatives to our Refer a Friend scheme.

*Excludes current customers. Friend must be a new customer to the Peter Cooper Group

Buying a new or used Volkswagen

If you know someone who is considering purchasing a new or approved used Volkswagen, make sure you let us know before they sign on the dotted line and we'll write you a cheque for £50 for as many referrals as you can supply!

Remember, simply let us know before the event.

Car servicing

We'll even give you a cheque for £50 if you recommend a friend to have their car serviced at any of our sites! All you have to do is make sure you or they tell us that you have recommended them when they book their car in. It really is as simple as that! So what are you waiting for...?



Southampton
381 Shirley Road, Shirley,
Southampton, SO15 3JD
Tel 02380 701107



Hedge End
Cooper's Roundabout, Hedge End,
SO30 2WA
Tel 01489 783434



Portsmouth
Bilton Way, Eastern Road,
Portsmouth, PO3 5FH
Tel 02392 661000



Chichester
51-54 Bognor Road,
Chichester, PO19 7TG
Tel 01243 787684



Body Repair Centre
Tel 0845 180 1312



DRIVETIME

Winter/Spring 2012 NEWSLETTER

VW on the up and up!

Beetle mania!



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In the spotlight
Paul Bailey



Beetle mania captivates school



New cars – unbelievable value



Save fuel, save money



View from the top

Welcome back to Drive Time - It's been a busy start to the new year gearing up for the new 12 plate, which gives many of the Peter Cooper team a chance to speak to our customers ready for this March.

The economic climate remains challenging for all car retailers, but our promise to customers is to offer fantastic service along with some of the most competitive deals on new and approved used cars on the market. We are fortunate to be part of one of the most successful car brands in the world and one that, I believe, lives up to its 'Unbelievable Value' advertising campaign.

Re-enforcing our emphasis on the customer experience, we have recently been ranked in the Top 5 of more than 200 Volkswagen partners in the UK. This is a team award that recognises our performance in a number of key factors including customer satisfaction in sales and after sales, finance offering and the efficiency of repairs carried out during the customer's first visit.

As ever there's a lot happening in the first part of the year. In February we are looking forward to the launch of the new up! If you haven't seen one, please book a test drive as it's a stunning car. The new Beetle also comes out in April and I'm sure it too will grab more than its fair share of media headlines.

And finally, Peter Cooper is striving to be even more social... by launching its own dedicated Facebook and Twitter social media platforms. It means we'll be able to talk to you even more going forward! The full story on the back page.

Enjoy the read!

Darren Cooper,
Managing Director,
The Peter Cooper Volkswagen Group



Our chairman Peter Cooper (left) and Darren Cooper (right)

Felpham Colts in gear with new kit



Peter Cooper has a long and proud history of supporting local sports clubs. Over the years, we have continually supported Eastleigh Football Club, Royal Navy Rugby Union, Portsmouth Rugby Club, Havant and Waterlooville Football Club and Bognor Regis Football Club. This year, Peter Cooper has shown its support for the Felpham Colts Youth Football Club.

Since being established 30 years ago, The Felpham Colts has introduced football to thousands of local children. From their home base in the village of Felpham in West Sussex, the Colts operate an extensive program and have around 350 members playing in 26 teams.

Recognising the dedication and determination of these young players, Peter Cooper offered a helping hand to ensure the Under 15s had the right kit for on and off the field and so provided these budding football stars with new shirts and tracksuit tops.

Perry Lee, a director with the Peter Cooper Volkswagen Group, organised the support with the team's manager, a friend and former football teammate.

"The team were delighted, particularly with the tracksuit tops as they can wear these away from the field," he said.

"We are pleased to help and support local sport – it is something I have always been a part of. It's good to get involved, and hopefully this support will give the team a lift and they can go on and improve this season."

Spotlight on... Paul Bailey

MASTER TECHNICIAN (PORTSMOUTH)

Years with The Peter Cooper Group: 18



Explain what you do on a day-to-day basis

I communicate directly with customers regarding any faults they may have with their car and then take the car into the workshop to give it a full assessment and use diagnostics to identify the cause of the problem so we can then repair it. It can be difficult to identify some faults, particularly with brand new technologies, but we communicate with Volkswagen to ensure we can always fix a problem.

What is the best part of your job?

I enjoy the diagnostics, finding and repairing a fault. At the end of the day it's all about making sure the customer has a fault-free car and has confidence to keep coming back to us again and again.

What do you enjoy doing in your spare time?

I run, cycle and go to the gym – I like to keep fit. I also keep a keen eye on Formula One in particular, but I like to stay aware of all new technologies and innovations across all the car manufacturers.

What gives you job satisfaction?

Knowing that a customer drives away fully satisfied, that's what it's all about at the end of the day!

What is the difference between a Peter Cooper technician and an independent?

Well first and foremost it's the ongoing factory training we receive, which means that we can maintain the keen eye for detail that Peter Cooper customers expect of us. But also everyone here at all levels is focused on providing outstanding customer service.

New appointments welcome to the team



Gary Austin
Returning to the Southampton area after five years working in Bedfordshire, Gary is our new Financial Director based at the Portsmouth centre. A qualified chartered accountant with 25 years experience in the motor trade, Gary will take a strategic view of our Group moving forward.

Ivan Dodman
Body Shop Manager Ivan joins us from an independent body repair workshop. He has worked in accident repairs since leaving school around 23 years ago, and is loving his new role and the chance to provide customers with high quality repairs to their Volkswagens.

Spencer Huggett
Spencer joins Peter Cooper as Shirley Road's new Brand Manager. He has developed exceptional customer service skills during his career in the motor trade, the past four years of which were spent with an Essex-based Volkswagen dealer.

Neil Fisher
New Zealand-born Neil brings a wealth of vehicle sales experience to Peter Cooper Volkswagen as Sales Manager at our Chichester site. He has sold "thousands" of new cars over his 20-year career in vehicle sales, which included 10 years with Volkswagen in South Africa and the past six in the UK.

Beetle mania captivates school

Eleven year-old Aaron Limonard from Hedge End was voted the winner of the Peter Cooper Volkswagen Group's futuristic Beetle design competition.

The competition, in conjunction with Wildern School, helped mark the dealership's 30th anniversary and produced hundreds of entries.

Peter Cooper asked children at the school to design what they believe a Volkswagen Beetle could look like in 30 years time. The Beetle has been one of Volkswagen's most iconic cars over the last 60 years. The competition captivated students' minds with over a hundred taking part.

"We wanted the pupils' imaginations to run wild and they did! I expected judging winners to be difficult, but the enormously high standard of the entries meant the task was almost impossible," Darren Cooper said.

"Nevertheless we chose Aaron's design as the winner because of the level of detail in the imagery, quality of the supporting information and overall presentation. His design will be framed and hung in the reception of our Hedge End dealership for staff and customers to see."

Aaron was presented with his prize of £300 worth of PC World vouchers. "It's really nice to win. My ambition is to be a car designer, so this was the perfect competition for me," said Aaron.

Second prize, £150 worth of PC World vouchers, was awarded to Hester Lewis, while third prize – £80 worth of vouchers – went to Samuel Dell.

To commemorate its 30th anniversary, the dealership is also sponsoring The Wessex Cancer Trust, which is also celebrating its 30th anniversary. Peter Cooper donated a new Polo as the star prize for a raffle which helped raise thousands of pounds last summer.



Peter Cooper backs businessmen's Olympic themed challenge to raise £100,000 for charities

Two Southampton businessmen are celebrating the Olympics by creating their own sporting event, the 123 Decathlon Challenge 2012, to raise money for three Hampshire-based charities.

The 123 Decathlon Challenge will take place across the year in 2012, running either side of the Olympics, with the aim of raising £100,000. The money raised will be shared between local charities The Rainbow Centre, The Rose Road Association and Wessex Cancer Trust.

Each of the activities is sponsored by a local business and the Peter Cooper Volkswagen Group is sponsoring the athletics which is due to take place in September 2012. Darren Cooper, managing director of Peter Cooper, said: "We are very proud to support the 123 Decathlon Challenge. It is a fantastic event and it is great that we can help raise some much needed funds for these charities. I'm hoping many of my team and customers get involved too."

For more information visit www.cwfellowes.co.uk/123 or follow them on twitter.com/#!/123decathlon



Winter treads – they're not ice breakers, they're life savers!

With winter now firmly set in, you should already be driving around with your winter tyres on. But if you haven't yet switched to the specialist treads, then you are at a greater risk of having an accident in the slippery, icy conditions.

Volkswagen recommends you switch over to winter tyres once the mercury drops below 7°C. According to the Met Office, the average temperature between October 2009 and March 2010 rarely rose above that figure. And while this winter arrived later than those in previous years, we are still facing weeks and possibly months of freezing conditions.

So what makes winter tyres different, you may ask. These tyres are specially designed with a rubber compound and tread to better grip the road and reduce braking times. *At 20mph, breaking with summer tyres in icy conditions will increase stopping distance by around 11 metres than if the same car has winter tyres.* While 11 metres may not sound like a great distance, it can easily be the difference between breaking safely or having an accident.

Winter tyres also wear up to 20% less than their summer equivalent when fitted correctly.

While the UK does not have specific legislation regarding the use of winter tyres, in many European countries it is mandatory to have them fitted from both legal and insurance purposes.

Our specially trained technicians can help you select the most appropriate winter tyres for your vehicle, and can fit them, check tyre pressures and advise you on how best to store your summer tyres over the colder months.

So if you haven't yet fitted your winter tyres, why not call us or drop in to see how we can help. You never know when winter tyres may just save your life!

Winter tyres start from as little as **£249** for a set, including valve and balance **AND** changing tyres back over ready for the summer!



WINTER TYRES

Interest in winter tyres has never been higher due to the increased safety that they make to your driving. We have therefore decided to make you a special offer!

If you buy a set of winter tyres from us now (from only £249 fully fitted), we will offer a free re-fit around April when your normal tyres are required again!

- Get up to 11 metres improved braking at this time of the year!
- Get up to 20% better wear from having winter tyres!

*Please see our article.

Name:

Car Reg: Expires: 31 July 2012

AIRCON & BRAKES

Run smoothly and keep cool this summer with our combined brake fluid change and air-conditioning service offer for just **£110 inc VAT!**

The normal price for a brake fluid change is £69.50 and an air-conditioning service is £68.50 inc VAT.

Name:

Car Reg: Expires: 31 July 2012

Plus 4 Servicing

Plus 4 Servicing has been designed exclusively by Peter Cooper. The aim of this programme is to keep the servicing costs to a competitive level for your Volkswagen once it reaches four years old. This gives you all the benefits and peace of mind provided by Main Dealer servicing at lower prices than an independent repairer.



FREE Visual Health Check!

A check on many important items such as suspension, brakes, steering and drive shafts, exhaust, lights, levels and of course tyres! Categorized into three areas of condition: OK, Advisory items which need monitoring and those that require immediate attention due to safety. Please book to organise this Visual Health Check with all of our usual levels of service to minimise inconvenience.

Name:

Car Reg: Expires: 31 July 2012



Save fuel, save money – how you drive makes a big difference

Statistics from the DECC show that prices for petrol rose 12.6% in the year to mid November 2011, while over the same period diesel prices increased by 14.7%. Sadly, this trend doesn't look like changing any time soon. But there are simple measures you can take to save fuel and money. Chris Godfroy, General Operations Manager, explains the Do's and Don't's.



Do:

- ✓ Get your car serviced regularly. Maintaining a clear service history doesn't just improve the re-sale value. Regular servicing keeps your engine in top condition, providing optimal fuel efficiency.
- ✓ Check your tyre pressure. Inconsistent pressures across the four tyres, or tyre pressure not maintained at recommended levels, can cause the engine to work harder, which burns fuel faster and increases engine wear.
- ✓ Watch your revs. Higher engine revs use more fuel, so avoid unnecessary revving and ensure the car is in an appropriate gear.
- ✓ Monitor your speed. Driving at high speed, as well as stopping-and-starting, burns more fuel than steady open-road driving. Where possible, maintain a constant speed and always drive within the speed limit. Where possible avoid excessive acceleration and braking, and try to maintain an average speed with the flow of the traffic.

Don't:

- ✗ Forget to have your wheel alignment checked. Poor wheel alignment is a great contributor to higher fuel consumption.
- ✗ Keep unnecessary belongings in your car. The more weight you carry, the more fuel your car will use – so take out the golf clubs and tool box, and remove the bike rack whenever you're not using them.
- ✗ Leave your roof racks on when you're not using them. As well as the extra weight, roof racks create added drag, which in turn uses more fuel to maintain the same speed.
- ✗ Necessarily go for the cheapest fuel. Higher octane fuels are specifically designed to burn more cleanly, meaning improved efficiency and greater mileage. While more expensive at the pump, they can be cheaper overall since you won't need to refuel as often. Not only that, they are also better for the environment!

SERVICES FROM JUST £89!

The Peter Cooper Fixed Price Service Plan

We've developed the Peter Cooper Volkswagen Service Plan to help you budget for your servicing costs. Most customers own their vehicles for three years, with our plan you can either pay for three years servicing upfront, or by monthly Direct Debit.

What can be included:

- All routine servicing for the period of the agreement.
- All the lubrication services, including oil changes, plus air, fuel and oil filter replacement at the required mileage.
- Inspection services and an extensive list of checks.
- Brake fluid service.
- Air-conditioning service.
- Cambelt replacement.

The benefits:

- Free MOT for the life of your service plan.
- Helps you to budget for servicing costs.
- Regular services could help maximise the resale value of your vehicle.
- Helps keep your vehicle in optimum condition.
- Guarantees no labour or parts price increases.
- Pay up front or by Direct Debit with 0% interest payments.
- Bulbs and wipers fitted free of charge.**

** Excludes Xenon and LED bulbs

Don't forget our Price Match Promise

With us, you're GUARANTEED to get the best local prices on the supplying and fitting of genuine Volkswagen parts, including brakes, shock absorbers, batteries, exhausts, tyres and many other items.

We will match any price you have been quoted for these items, providing genuine Volkswagen parts have been used and are from a servicing facility within a 20-mile radius of our premises. For added convenience, you can also have your Price Match Promise work carried out while you wait with our Express Fit facility.

New cars – unbelievable value for 2012

We ask our sales executives to review some of our top cars and offers for 2012.

up!
From
£7,995

Drive it
from £79
a month

Only £99
for 3 years
servicing**



Amy Hosegood Sales Executive



I'm really getting excited by the launch of the up! After speaking to customers recently there seems to be a lot of anticipation for this class leading supermini. It's going to be superb value too – starting at £7,995. In fact you can be driving away in an up! for as little as £79 a month.

Journalists are already praising the up! AutoExpress has awarded the car five stars, while AutoCar comments "the up! is arguably the most modern baby car going, and one of the most technically interesting."

From launch, the up! will be available with two 1.0-litre three-cylinder petrol engine options as well as a BlueMotion Technology version. It will have three doors and three trim levels.

Solutions

	up! 1.0 TSI 3dr Take UP
OTR retail cash price*	£7,995.00
35 monthly payments of	£79.00
Customer deposit of	£2,323.74
Amount of credit	£5,658.76
Optional final payment	£3,889.00
Total amount payable	£9,083.74
Representative APR	7.90% APR

Polo
From
£11,440

£500 towards
your deposit††

Drive it from
£124 a month

Free insurance†
(over 21s)

Only £99 for
3 years servicing**

Harvey Hodgson Sales Executive



For me the Polo is still pound for pound one of the best value cars money can buy in the market. It's no wonder it was European car of the year and at Peter Cooper we have made it even more affordable! The Polo Match is an incredible offer at only £124 per month and this includes a FREE £500 deposit.†† On top of all that is one Year's FREE Insurance!† The vehicle has an exceptionally high specification which includes alloy wheels, front fog lights, rear tinted glass, iPod/MP3 connectivity, air conditioning, remote central door locking and electric windows. The icing on the cake.....has to be the 3 Years' Servicing for only £99!**



Solutions

	Polo 1.2 Match 3dr
OTR retail cash price*	£11,440.00
35 monthly payments of	£124.30
Deposit Contribution	£500.00
Customer deposit of	£2,932
Amount of credit	£8,008
Optional final payment	£5,107.50
Total amount payable	£12,952.74
Representative APR	4.9 % APR

Golf Match
From
£18,530

£1,500
towards your
deposit††

Drive it
from £184
a month

Only £99 for
3 years servicing**



Ian Coe Sales Executive



I'm certain with 'unbelievable value' on the Golf Match, this model will be the one to watch in 2012. Peter Cooper's will give you £1,500 towards your deposit if you are buying it through Volkswagen Solutions!†† In fact you can be driving this car away and paying just £184 a month! Now that's hard to Match! Especially coupled with our 3 years servicing for a one off payment of £99**. The vehicle is as you would expect very well equipped with alloy wheels, cruise control, Bluetooth telephone preparation, iPod docking station, front and rear parking sensors and a multifunction steering wheel!

Solutions

	Golf 1.4 TSi Match 3dr
OTR retail cash price*	£18,530
35 Monthly payments of	£184.34
Deposit contribution	£1,500
Customer deposit of	£4,059
Amount of credit	£12,971
Optional final payment	£7,929.90
Total amount payable	£20,000.80
Representative APR	4.9%

*Retail cash price is Recommended Retail Cash Price. Some Solution agreements may be subject to a first payment and an optional final payment fee. Further charges may be payable if vehicle is returned. Indemnities may be required. Subject to status. Available to over 18s for Retail customer registrations before the end of March 2012. Volkswagen Finance, Freepost VWFS. **Terms and conditions apply. Based on 10,000 miles per year. Maximum 3 years or 30,000 miles whichever occurs first. Only when purchased using Volkswagen Solutions Package.

†One years free insurance available from Volkswagen Insurance for drivers over 21. Contact us for full terms and conditions. Volkswagen Insurance is sold, underwritten and administered by Allianz Insurance PLC. †† Deposit contributions are made against any new vehicle purchased on new Volkswagen Solutions package collected before 31st of March 2012