



Simmonds Tyres

BRIDGESTONE Firestone



Autumn 2017

We're nearly 20!

Kia Ora - welcome to our Autumn Newsletter. Did you know that in June this year we will have been operating for 20 years? We think that's pretty AWSIMM! (Those of you who know Anita well will get the pun...)

Since 1997 we've had two rebrand changes from the original Firestone Direct (the old red, yellow and grey colour scheme in the photo), to the red & white Firestone, and now Bridgestone (which owns Firestone hence the change). Because of our long history with Firestone & Bridgestone products, there's no-one else in Rotorua that is as knowledgeable as us when it comes to tyres. (But of course you knew that anyway!) Between Andrew ("Simmo") and the boys, we've got nearly 62 years' experience working with tyres.

Family wise, Georgia & Drew are both at University now so our house is very quiet! But they will both be home for Easter which we're looking forward to. James & Janelle's kids are growing up fast and their youngest, Aria, is now walking! Bennett and Ayva are a lot more grown up than in the picture above! Guess it's time to update some photos....

We hope you have a safe and enjoyable Easter - drive safe and if you're heading out of town call in and see us to get your tyres checked first. If you think you might need new ones, we are closed Good Friday and Easter Monday (14th & 17th April) but will be open on Easter Saturday.

Andrew & Anita Simmonds,
Georgia & Drew Simmonds,
James Marsters, Bruce
Henderson & Jason Walker

Oh the memories....



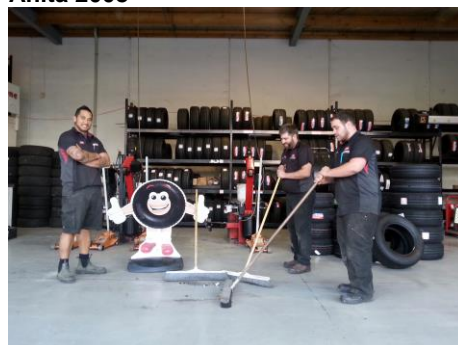
Original colour scheme 1997



James, Jason & Levi in the snow



Eli, Jason & Dallas, Jason, Andrew & Anita 2008



James, Bruce & Jason with S.I.M.M.O. 2015

S.I.M.M.O. (Simmonds Motoring Monitoring Officer)

Earlier this year we emailed customers to check we had the correct vehicle details recorded for them. We had a huge response from the more than 2000 emails that were sent. If you have changed vehicles, or now have an email address, call us now to update your records. Phone 073490034 or you can text 027 4322239.

If we're doing new tyres and/or wheel alignment, we'll give you a free coffee voucher for Abracadabra to use while you're waiting for your car. (Tues-Sat only).

Don't forget to call in for your free S.I.M.M.O. sticker. We're happy for our customers to park on the forecourt after hours when they go to the movies or cafes around here and if you're displaying our sticker even better!



Do you have an email address?

If you're getting this newsletter by post but do have an email address, it would be great if you could let us have that. That way you'll get notifications of all our specials straight to your Inbox, as well as helping us to save some paper! You can email us at: anita@simmondstyres.co.nz and we'll update your contact details.

A big thanks to you!

We are now a couple of months off 20 years in business here on the Eruera St/Ranolf Street corner in Rotorua. Over our time here we have gotten to know a lot of you and your family members and all the various vehicles that come in to our store. I just want to say from all of us here a big thank you for using us for your tyre requirements. We have a great, happy, speedy and motivated team here to provide you - our clients - with all your tyre needs. So from James, Jason, Bruce, Anita, and myself a thanks again and we look forward to seeing you all when you need us.

Also, if you didn't know, we can supply all your little tyre needs too - such as ride on lawn mowers, wheel barrows, trolleys, jockey wheels on trailers, etc, plus a large selection of car, truck, 4wd and motorcycle batteries. So if you're not sure just ask one of the boys or Anita and I am sure we can help.

For more tyre tips, go to our website:

www.simmondsfirestone.co.nz



New! Bridgestone Alenza 001

We are very pleased to announce that Bridgestone have released the new Alenza 001 tyre which is exclusively designed for SUV's, which are becoming a much more common sight on our roads. The Alenza offers a dynamic and luxurious driving experience, superb riding comfort and excellent steering performance. It has superior safety in both wet and dry conditions and is engineered to provide long wear life. We don't want to get too technical here, so if you're interested in upgrading to this tyre for your SUV, come and have a chat to us about the Alenza 001 and we can give you more technical information.



Staff News

James has been with us 7 years this month. His role as Service Manager means that if Andrew and Anita want a break, James (aka Jarm) just steps into the breach and runs the office as well as the workshop. What a guy! We're very fortunate to have such great staff here.

Drew has now started study at Victoria University doing a Bachelor of Commerce majoring in Marketing and International Business. So we've lost one of our Saturday team members but you'll see him around working when he's back on holiday over Easter. He's enjoying his classes and having a great time in Wellington.



Heather's Toasted Muesli

Heather from Nicara Lodge makes awesome toasted muesli according to her husband Mike, so I asked her very nicely if we could please have the recipe! Homemade is so much healthier and lower in sugar than the bought stuff. I'm going to make it this weekend when the kids get home from University.

8 cups rolled oats
1 cup each:
thread coconut
sunflower seeds
sesame seeds
cut apricots or other dried fruit
sliced almonds
oat bran
¼ tsp salt
Cinnamon for flavouring

Mix well the above (except the dried fruit) in a bowl or large baking/roasting tray.

Melt 1 cup liquid honey in the microwave for 1 min on high.

Add 1 cup oil & 2 tsp vanilla essence.

Stir well.

Pour over dry ingredients. Mix well.

Bake in a low oven (125 deg C) for 1 hour stirring occasionally. (NB I have increased the oven to 130 deg C)

It is important to mix the muesli as it cools so it doesn't stick together.

Add sultanas and dried fruit when cool.

Notes: I use a light liquid honey and a very light oil eg Alpha Rice Bran oil. A heavy oil and honey tends to make the muesli sticky.

