

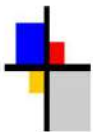


Mission Statement
 To have the ultimate client experience ever.



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Happy St. Patrick's Day!



It's the middle of March already. Hopefully when all this snow goes it doesn't create too much flooding. We need the moisture but not in a flood.

The bright side of this, is that it means summer is getting closer. I don't remember ever shoveling that much in one winter. It definitely made me feel my age.

So, our digital inspections are well under way and we are finding it a very helpful and useful tool. It allows us to send you pictures and videos of the issues with your vehicle. It's very difficult to explain something over the phone when you can't see it. This way we can send you a picture or a video.

It is critical though, that we have your correct cell phone number as well as your email address. If you have made any changes be sure to let us know.

Helping the homeless has really been con't on page 3

Louis Riel Long Weekend

So, went out to our place at the lake (Ingolf) for the long weekend.



Leanne and I were shocked

at how much snow there was. Even though, there is something about being

at the lake that is very relaxing.

After saying that, we shoveled and shoveled on Friday, only to have it snow overnight.

So on Saturday it looked like we hadn't even shoveled.



We shoveled againcon't on page 2

Supply Shortages & Factory Orders: A Changed Retail Landscape?

A look at why traditional dealer sales process may no longer be effective.

There was a time, in the not too distant past, when many dealers had more vehicles than they knew what to do with. Pipelines were full and there was a great deal of pressure to move metal. In this kind of environment, we saw all kinds of strategies designed to entice customers into the store to purchase. Everything from clearance discounts on last year's models during the annual changeover, to "manufacturer" pricing, rebates, and even ultra-low financing rates (as low as 0%).

Completely reversed

Today the situation has completely reversed. The COVID-19 pandemic has completely flipped auto retailing on its ear. Parts and component shortages, notably semiconductor chips mean OEMs are unable to manufacture new vehicles in supply.



With a lack of new vehicles significant numbers, creating a squeeze in available and consumer demand high, there is also added pressure on pre-owned vehicles which has caused both wholesale and retail prices to skyrocket.

While we have seen some improvements in new vehicle production, including promises to significantly boost semiconductor production in North America, it will be some time before new vehicle inventories grow to pre-pandemic levels. In the meantime, dealers are having

to find new ways to serve their customers in this low inventory/high demand environment and even OEMs are rethinking their production strategies.

Order-based systems

Ford Motor Company CEO Jim Farley for example, recently hinted that going forward, the automaker is committed to moving to a more order-based system and

keeping inventories lower than in the past. And if Ford implements such a strategy, it is very likely other OEMs could follow suit.

This "factory order" approach to automotive retailing essentially changes the game but the question is, how can dealers survive and thrive in this new era we find ourselves in?

The challenges currently facing dealers are in many respects unprecedented and traditional sales strategies and tactics that worked in the past will not likely be effective going forward.

Louis Riel continued from page 1..... all morning.

Our neighbors, Roger and Irene were there as well. We watched the Jets game on Saturday and then had a turkey feast. That evening, a snow storm hit and dumped another 20 cm of snow. So again, we spent most of the day Sunday shoveling ourselves out. However, being able to spend time that weekend with friends makes up for any weather, no matter how bad it is.



Shed covered in snow again



Snow tunnel to our back door

When you see how much snow has to melt, it kind of makes you wonder how spring/summer will ever get here.



Even though Leanne and I had to shovel between 3-4 feet of snow to find our fire pit and make a place to sit, I couldn't resist having a fire, a wiener roast and enjoyed the sunny afternoon.



Dill Pickle Dip

Looking for a delicious snack or party dip recipe? This Dill Pickle Dip Recipe is perfect! So easy to make with only 5 ingredients, you'll love this creamy and flavorful dip.

Ingredients

16 ounces cream cheese (2 blocks) softened
3 TBSP dry ranch dressing seasoning mix
1 cup chopped dill pickles

12 Servings

Prep. Time: 15 minutes

1 cup deli style ham, chopped
1 green onion, diced



Instructions:

1. In a medium bowl, mix together cream cheese and ranch seasoning mix, till well blended and smooth.
2. Add ham, pickles and onion, mix well.
3. Serve with crackers, pita chips or fresh vegetables.

This dip can very easily be turned into a cheeseball! Just make it as directed, but instead of scooping the dip into a serving bowl, place it on a sheet of plastic wrap. Shape the mixture into a ball and wrap the plastic tightly around it. Refrigerate the cheeseball for an hour, then turn it out onto a small plate or platter with crackers and a cheeseball knife.

.....continued from page 1

important. We've given out 1372 cheeseburgers & drinks, 642 pairs of socks, 526 underwear, 83 toques, 75 finger mitts, and numerous other items. **THANK YOU, THANK YOU TO ALL OF YOU** that have donated money (too many now to list-but you know who you are) every dollar helps. The need is growing as everything goes up in price. To help out, either drop it off at the shop or email me at lanceelanproauto.com.

Car maintenance - "I don't need to do anything because I haven't driven much" this is a common misconception, time and sitting is also hard on your vehicle.

It sounds funny, when you look outside but it is getting time to think about spring maintenance. Call 204-783-5802 to set up an appointment.

Warmly

Lance Reinheimer
President



Julian Carlyle-Gordge
Shop Co-Ordinator



Matt Skinner
Service/Pre-Owned
Vehicle Sales

P.S. Do we have your correct Cell phone number?????

P.P.S. To donate to help the homeless contact me at lanceelanproauto.com

Thank You for Your Referrals

Only one more referral needed to do our 12th draw for an iPad/Tablet. One in 10 chance of winning. Thank you to all of you that have given Lanpro referrals, it is very much appreciated. Ken Depoe was our 11th winner.

- | | | |
|--------------------|----------------------|---------------------|
| 1. Jacob Broadbeck | 5. Maulvi Bajunaid | 9. Tanita Goodwin |
| 2. Dennis Lewicki | 6. Del Manget | 10. Your name here? |
| 3. Bill Gardiner | 7. Michelle Sedgwick | |
| 4. Don Michon | 8. Del Manget | |





On The Lighter Side



- Q. What kind of bow can't be tied?
A. A rainbow!
- Q. What kind of spells do leprechaun witches cast?
A. Lucky Charms!
- Q. Why should you never iron a four-leaf clover?
A. You don't want to press your LUCK!
- Q. Why can't you borrow money from a leprechaun?
A. Because they are always a little short!
- Q. How can you tell if a potato is not from Ireland?
A. When it's a french fry!
- Q. Why do people wear shamrocks on St. Patrick's Day?
A. Because real rocks are too heavy!
- Q. How is a good friend like a four-leaf clover?
A. They're hard to find!
- Q. Do people get jealous of the Irish?
A. Yes, they are green with envy!
- Q. WHEN DOES A LEPRECHAUN CROSS THE ROAD?
A. WHEN IT TURNS GREEN!
- Q. What does it mean when you find a horseshoe?
A. A poor horse is going barefoot!



- Q. What do leprechauns love to barbecue?
A. Short ribs!
- Q. What did the homesick Dubliner say on St. Patrick's Day?
A. Irish I was home!
- Q. What is a huge Irish spider called?
A. Paddy Long Legs!
- Q. How can you tell an Irishman is having a good time?
A. He's Dublin over with laughter!
- Q. What happens if you cross poison ivy with a four-leaf clover?
A. You get a rash of good luck!
- Q. How did the Irish Jig get started?
A. Too much water to drink & not enough restrooms!
- Q. What does a leprechaun call a happy man wearing green?
A. Jolly Green Giant!
- Q. WHY DID THE LEPRECHAUN TURN DOWN A BOWL OF SOUP?
A. BECAUSE HE ALREADY HAD A POT OF GOLD!



Sudoku (Hard)

	6		3				
		8					
4				1			
9			5	3	7		6
			7			9	
1	3			9	5		
5				3			4
	8						9
	9		6	7			

Check out our website: www.lanproauto.com Email: lanpro@mts.net

HOURS: MONDAY - FRIDAY 7:30AM - 5:30PM

*SATURDAY 8:00AM - NOON *CLOSED LONG WEEKENDS