

# RRS

## *Newsletter*

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### ***WHY NOT GO THE EXTRA MILE?***

That's the approach **Robinson Restoration and Service** feels is such an important part of what we're about.

### **Once Was, Ain't No More**

As we enter the auto show season, looking forward to seeing the models and designs, not to mention the inventive new tech. There's been an apparent shift in show status ranking.

For decades the North American International Auto Show held in Detroit (in the dead of winter) was considered the most important of the groups of shows held in the United States. Chicago and New York came next and then the Los Angeles show was always the weakest of the bunch.

By all appearances New York has now taken the number one spot. Why does this matter, because it's very expensive to have a show tour the country displaying a company's wares with the objective of attracting buyers.

As budgets grew tighter the manufacturers have had to consider which show will bring the most exposure and the most buyers. Some even pass on certain shows considered effective enough to justify the budget.

### **Didn't See That Coming...**

Hyundai has been but just one of the 55 manufacturers in the U.S. market and frankly gaining competitive strength slowly but surely for many years. Well, they now find themselves front-and-center as a major contender in the race for sales leadership and shocked everyone at last week's New York International Auto Show by being the star attraction.

A fresh and innovative product lineup with great looking new designs had everybody's attention and was the buzz of the show. You can bet that a lot of CEOs came home shaking their heads and hot for meetings with the design and marketing teams!

## **Slow To Wake Up, Again**

Law makers in Washington, always quick to invite a new law before truly doing their homework, found out in definitive terms that electric vehicles are not, in fact, less polluting than internal combustion products.

Shocking news for those who were worried more about being re-elected than truly helping improve the air quality and protect mother earth!

Exhaustive tests have now proven that it requires moving millions of pounds of earth to make just one cell of an electric vehicle's battery to keep that one vehicle on the road for the next 20 years. Their time may come but, much more must be done before the planet gains any real benefit for them being built.

### **We felt compelled to share that little truth about the electric car, SUV and truck push that's being used by the "Re-Elect Me" movement.**

It's not the "Think Green" mind-set that troubles us, it's the total lack of long-term thinking and preparations for the transition into fully electric vehicles. This ineptness has already caused manufacturers and consumers to lose money and is a waste of energy.



**For The Robinson Restoration & Service Approach,  
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<https://www.rrstexasusa.com> / <https://www.rrstexas.com>

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**We're passionate about Antique, Collector, Historical  
& Vintage Car Restoration & Service**

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