

Dan –

Want you to know how fair your pricing was on the tires for Jackie's van. Though I had not shopped the pricing beforehand, just wanted to get a handle on such – was very (happily) surprised to see that you were so competitive. Thought you'd appreciate the below analysis and message sent to some of our children regarding patronizing the small businessman.

After receiving a copy of the invoice for the tires today, did some price comparison, taking great pains to assure that I was comparing apples to apples:

	<u>D&amp;R</u>	<u>NT&amp;B</u>	<u>Sam's Club</u>
Goodyear Assurance Fuel Max 215/65-16	121.99	113.99	113.52
Mount and Balance	<u>14.00</u>	<u>18.00</u>	<u>17.00</u>
Total p/tire	135.99	131.99	130.52
	<u>X 4</u>	<u>X 4</u>	<u>X 4</u>
Total Tire Cost	543.96	527.96	522.08
Alignment	<u>90.00</u>	<u>115.00</u>	N/A (Do not do)
Total Cost with Alignment	633.96	642.96	N/A

I also attempted to compare Sears, Costco and Wal-Mart. However, they obfuscate the ability to compare by not using exact manufacturer model numbers, and in case of Costco, not carrying Goodyear.

As the above analysis indicates, all the baloney (and that is all it is) about the Big Boxes and their pricing doesn't hold up. Quite honestly, I anticipated there being at least a 10% - 15% higher price from D&R, but as you can see, right in line with National Tire & Battery (who by the way, was very good on the phone – straightforward – strongly recommended the subject tire, etc.), and less than \$20 more than Sam's Club, whose phone person was horrible, just did a lot of "grunting", and when asked about the alignment, could only respond that need to go to your own mechanic.

I trust you agree that dealing with D&R was a real pleasure – one human being to another – and a sense that someone really cares. Now you know why I abhor the Big Boxes, have destroyed the Macy's card, and only patronize the local businessman.

~ Ed