



Cadillac



SAAB
move your mind™



LONG'S PLATINUM PROMISE PROGRAM

INTRODUCING OUR PLATINUM PROMISE PROGRAM

This innovative program ensures your complete satisfaction, from the minute you step into our elegant showroom, through the cordial purchase transaction with our Best Price First, to the delivery and acceptance of the vehicle—with complete transparency every step of the way. And, the program continues with the comprehensive servicing of your new car.

Long's Platinum Promise is a total-satisfaction guarantee, with concierge-level personal treatment. Respect, graciousness, straight talk—all in a most comfortable environment. You haven't bought a car in this way before, with this degree of confidence and pleasure and delight. You've entrusted us with your decision, and our return commitment to you, to meet and exceed your expectations, will remain constant. Hopefully a relationship for life. *Oh, and did we mention, we will always offer our Best Price First?*

BEST PRICE FIRST

Every vehicle we sell is value-priced, with all available rebates and incentives included upfront. Our Best Price First is determined by uncovering every applicable discount to the customer. That way, every customer starts with the same low price.

SATISFACTION

Long offers a firm, no-quibbling 30-day or 1,000-mile exchange policy on all pre-owned vehicles. We want you to be truly happy with your new wheels. If for any reason your vehicle doesn't live up to your highest expectations, simply bring it back within 30 days/1,000 miles, and exchange it for another vehicle of equal value.[†]





CONFIDENCE IN COVERAGE

Want that extra peace of mind? How about no charge maintenance programs on all new vehicle purchases! Oil changes, tire rotations, and more included *free* for the first crucial years of ownership.*

PRE-OWNED PROMISE

On top of offering the best certified pre-owned warranty in the business, for six months/6,000 miles you get free non damage-related tire replacement or repair, battery replacement, and brake replacement/repair.**

FREE PIT STOP

Come in between 10am and 3pm and we'll top off your fluids, fill your tires, and provide a car wash. No charge!

PERSONAL SHOPPER

Don't see the exact car you're looking for? We'll scour the country to find that perfect new or pre-owned vehicle within your budget.

COMFORT & CONVENIENCE

At Long, we do our very best to make you and your family feel at home while you shop or wait for service. We offer:

- Free Wi-Fi with private computer workstations.
- Free coffee bar and healthy snacks and drinks.
- Comfortable lounge chairs in two waiting areas, with 42" flatscreen TVs.
- Onsite loaners, shuttle, and if you need a rental, there's an Enterprise desk on the premises, too.
- Accessory boutique.
- Car wash.
- Children's play area.
- Dog-friendly environment—*bring the whole family, paws and all!*
- Putting green—*where else can you practice your putting while having your oil changed?*



COMPREHENSIVE SERVICE

GM- and ASE-certified technicians are onsite—including four master technicians—all committed to providing you with the highest level of service, just as you deserve. We use original manufacturer (OEM) parts only, ensuring that degree of quality and including a warranty. Free service inspections with every visit, with free car wash, vacuum and windows afterward. And, a concierge at your service for any questions or concerns you may have about your vehicle.

EASY TRADE-IN

No hassles, no haggling! We even offer an online tool to assure that you receive the best value for your trade-in.

EARN FREE CASH!

Refer a friend or family member to Long and we'll send you a \$100 check. *(Do you think they'll like our platinum-pampering?)*

READY TO GO

Upon delivery of your vehicle, you will receive a full tank of gas, a MA inspection sticker, and a special surprise!

FREE SEASONAL CHECKUPS

- Each spring, get a free cleaning, including wash, vacuum and engine cleaning.**
- Each fall, we'll inspect your tires, wipers, washer system, heater, defroster, and battery to make sure your vehicle is in tiptop shape for those New England winters.**

† Vehicle must be in comparable condition as delivered. Applies to pre-owned vehicles only. *See a Long associate for specific Cadillac and Saab maintenance details. **Service must be performed at Long Automotive. All programs subject to change without notice.





WHY CHOOSE LONG?

We understand that you've got many choices when selecting automotive dealerships. So we thank you for the opportunity you have given us. At Long, we are determined to provide you with the best possible purchasing and ownership experience.

Here's why our clients have given Long the privilege of doing business year after year:

- Long has that verifiable, 80+ year track record of quality sales and service. We are the oldest continually-owned Cadillac dealership in the country, a testament about competence, respect and taking seriously the mandate to do things right. *Decades of the platinum-level experience.*
- Long has been a winner of the prestigious GM Standards for Excellence every year for the past 15 years. Only dealers with the highest customer satisfaction ratings qualify. *(It's not engraved on platinum, though.)*
- Our staff is highly trained, professional, courteous and ethical. In Parts, Service and Sales, many staffers have been with the Long family for over 30 years.
- Our facility is state-of-the-art. Conveniently located on Route 9 East, we are fully equipped and staffed for all of your ownership needs.
- Extended service hours. Wednesday evenings and Saturdays.
- The best certified pre-owned warranty in the business. Our huge certified pre-owned inventory comes with the best warranty in the business—6 years or 100,000 miles, from original in-service date and mileage. In addition, most vehicles are CARFAX 1-Owner Certified and come not just with backing from Long but also with the CARFAX Buyback Guarantee. We provide such benefits to remove any concerns you might have when buying a pre-owned vehicle. We purchase only the best from around the country. Each is checked thoroughly for repair history, ownership information and any accidents. We do our homework so you don't have to, and all of our research is available for your review. And, our Platinum Promise is not just for buyers of new vehicles!

"Long Auto represents the very best, and without exception. Automotive excellence in every way possible."
-Kenneth L.

"Five Star Treatment. Thank you very much, Long Auto!" -James A.

"All the staff are friendly, helpful and courteous... Everyone involved made sure I was thoroughly informed every step of the way." -Karen M.

"The showroom and service area are spotless... even down to the parking lot and landscaping. It shows what kind of operation is being run at this dealership." -Michael L.

"I have been a long-time customer of Long Auto, and I enjoy how very professional they are and how helpful they have been to me over the years."
-Marilyn C.





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MON-THUR: 8:30AM-8PM
FRI: 8:30AM-6PM
SAT: 9AM-5PM & SUN: 12-4PM

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