



The new Shell Motorlab is now open at the corner of Joy and Beech-Daly roads. Motorlab is a new and different car center—with some surprises for you (read below).

New Shell Motorlab ends "trial and error" in car repairs

We test your car 121 ways before recommending a single repair—then guarantee every repair we make.

Now there's a completely new and different kind of car repair center here in the Dearborn area. It's called the Shell "Motorlab."

What's different about Shell Motorlab?

Motorlab offers you three advantages you won't find at ordinary car repair shops:

1. Specially trained "diagnosticians" pinpoint your car's troubles with 121 exacting tests—all this for only \$8.95.
2. Specialist mechanics make expert repairs at reasonable prices. (But you're not obliged to have the work done at Motorlab.)
3. You get an ironclad written guarantee on every repair—parts and labor—for 90 days or 4,000 miles, whichever comes first.

For example, our diagnosticians:

- Analyze your car's exhaust gases, to see if your carburetor is performing at maximum efficiency.
- Measure wheel alignment to within half a degree, to help you get maximum tire wear and smooth, precise steering.
- Check overall performance at speeds up to 60 mph, while your car stands still.
- Analyze samples of the engine oil and transmission fluid, to make sure they're still giving proper lubrication.
- Find out to the fraction how many miles your car gets per gallon of gasoline.
- Check your speedometer's accuracy with highly sensitive testing equipment.

results to you in plain English.

He tells you what should be fixed right away, what repairs can wait, and what you don't have to worry about at all. He tells you what each repair will cost. (He knows *exactly* what's wrong, so he can make accurate estimates. No expensive guessing games at Motorlab.)

Who decides what repairs to make? You do. You tell us just what you want fixed, and what you don't. And when our specialist mechanics repair your car—Shell Motorlab *guarantees* the repairs.

Do Motorlab repairs cost more?

Absolutely not. We suggest you check around. Compare our prices with others. You'll find we're right in line. Yet we have thousands of dollars' worth of the latest equipment—far more than ordinary repair shops. And our diagnosticians and mechanics are specially trained.

How can Motorlab guarantee repairs?

After our specialist mechanics repair your car, a Motorlab diagnostician tests it *again*. He uses the same kind of scientific testing equipment that found the trouble in the first place, to make *certain* it's corrected.

Motorlab's tests are so thorough, and our repairs so painstaking, that

we can afford to guarantee all our work. Not just parts, but parts *and* labor, guaranteed in writing.

Can repairs be charged at Motorlab?

Certainly—any one of several ways. You can charge and be billed at the end of the month. Or you can extend the payments on Motorlab's "Custom Payment Plan." Take 6 months, a year, or longer to pay. We'll custom-design the terms to suit *you*. If you prefer, you can also charge repairs on your Shell Credit Card.

Must repairs be made at Motorlab? No. You're free to have your car fixed wherever you please. But we doubt that you'll find many shops which can match our equipment. Or check finished repairs as carefully. Or give you an ironclad written guarantee.

What else does Motorlab offer?

Motorlab is a complete automotive center, with lots of extra conveniences and services. Here are just a few.

Luxury Customer's Lounge. Overlooking the testing area is our spacious, tastefully decorated Customer's Lounge. It's completely air-conditioned, has plenty of comfortable chairs, plus a full supply of the latest magazines and newspapers.

Relax and watch through an 80-foot-long glass wall while your car

passes along the five test stations of Motorlab's "Diagnostic Lane."



You can relax, read—even shop—in the new Shell Motorlab's air-conditioned Customer's Lounge.

You'll hear a recorded commentary that clearly explains the testing at each station.

Handy New Shopping Mall. The Customer's Lounge also features a special Shopping Mall. Browse through our select lines of sporting goods, hardware, hosiery, light appliances, housewares, etc. You'll be delighted at some of the values.

Speedy New Car Wash. Want your car washed? Motorlab has a speedy new wash lane that gets your car spanking clean in minutes.

Peak Condition Rent-A-Cars. Motorlab has a fleet of late-model rent-a-cars, all kept in peak condition by our diagnosticians and mechanics.

Free Shuttle Service. Shell Motorlab is just 25 minutes from downtown Detroit (see map at left). For your convenience, when you drop off or pick up your car, there's free shuttle service between Motorlab and the nearest public transportation.

Famous Shell Products and Services. At Motorlab, we carry all the famous Shell products you'll find at your local Shell station. When you visit us, try a tankful of Super Shell. And try our service, too. We give expert attention to all your motoring needs.

See your Shell dealer for an appointment

Any neighborhood Shell dealer displaying the Motorlab sign will be glad

to set up an appointment for your car. He'll also arrange pickup and delivery service to and from his station.

So have your Shell dealer arrange to have your car tested 121 ways by Motorlab's diagnosticians. Or, if you prefer, you can call Motorlab yourself: 535-2670.

Come look us over

Drive out and see why we call Shell Motorlab a completely new and different kind of car repair center—a way to end expensive "trial and error" in car repairs.

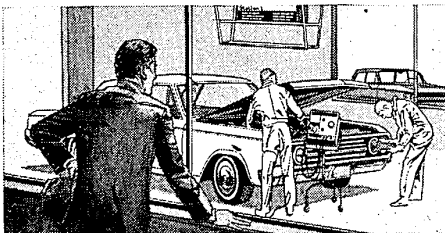
Remember, at the new Shell Motorlab you get:

- 121 exacting tests—all for only \$8.95.
- Expert repairs by expert mechanics at reasonable prices.
- An ironclad *written* guarantee.
- Many extra conveniences and free services.

Avoid waiting.

For an appointment, see any Shell dealer displaying this sign.

(Or call direct: 535-2670.)



Watch through an 80-foot-long glass wall while Motorlab's "diagnosticians" test your car 121 ways. A recorded commentary tells you just what's going on, and why.

How thorough is Motorlab's testing?

Your car probably hasn't been examined this carefully since it left the factory. It's checked from radiator to tailpipe by a team of Motorlab "diagnosticians."

("Diagnostician" is our name for an automotive specialist with advanced training from Shell—training to make him an expert in detecting the exact causes of car trouble.)

Motorlab's diagnosticians use the newest, most reliable equipment to test your car. They test it both mechanically and electronically.

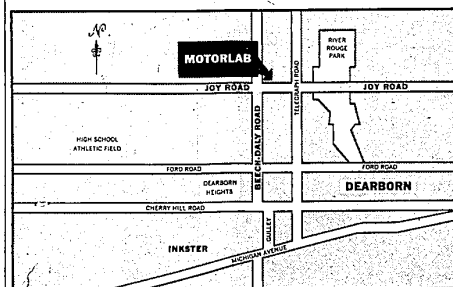
Pressure-test the cooling system, to spot tiny leaks that might grow.

Why make 121 tests?

We make these tests to find out precisely what's wrong with your car—and what's *right* with it. Motorlab's 121 tests eliminate "trial and error," to save you from costly repairs that you don't really need.

What happens after the tests? The test results are checked against Motorlab's specifications for your car's make, model and year.

Then a diagnostician gives you a complete written report on your car's condition. And he explains the test



How to get to the new Shell Motorlab. Motorlab is easy to reach from either Michigan Avenue or Telegraph Road. Here at the corner of Joy and Beech-Daly roads—just 25 minutes from downtown Detroit—is a new and different car repair center.