



OFF TOP-IC

Edition 2

OFFICIAL NEWSLETTER FOR SOFT TOPS ONLINE

WE BOUGHT A JEEP!

Hello from everyone at Soft Tops Online and thank you for tuning in to this month's edition of 'Off Top-ic'. We're pleased to announce that we're now the proud owners of a 2011 JK Wrangler Sport. To say we're excited about the prospect of cruising with the top down would be quite the understatement. The vehicle is currently in the hardtop form, but not for long. We'll be fitting it with a Trektop NX from Bestop, along with all the trimmings. We'll be sure to keep you posted with details of the ongoing makeover.

Dominic Nolan
E-Commerce Marketing
Officer
Soft Tops Online Australia



WHAT'S NEW?



Many thanks to the Sydney Jeep Club for letting us join in their November meeting. It was great meeting everyone and we look forward to catching up in the future.



If you're part of a club, then we would love to discuss potential opportunities to show our support. Contact us for more details.

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SPOTLIGHT ON...



ACT Jeep Traction

Website: <http://www.actjeeptraction.com/>

Facebook: <https://www.facebook.com/ActJeeptraction>

Vehicle of choice and why:

Within our club we have a good array of Jeep vehicles owned by our members which include Wranglers, Cherokee's, Grand Cherokee's, Patriot's, J20's and Commander's. Each club member has story they can tell you about their Jeep and in particular what makes it special to them. In fact a recent comment from a new club member made in reference to Jeeps as a whole, was that he loved the fact that it didn't matter what sort of Jeep you had or drove whether it was old, new, stock or modified, but rather that Jeeps were very accepting and inclusive of each other's Jeep.



Tell us about your club:

ACT JeepTrAction started life as a way of enjoying Jeep ownership between a few local Jeep owners. There were no elected officials or committees, no AGMs, no treasurers, it was simply a group of like-minded individuals whose sole interest was using their Jeeps in the company of others. Over a short period of time interest had grown and the idea of forming a club was explored. Today, ACT JeepTrAction is a fully functioning not for profit organisation. Its structure allows the club to remain flexible and to ensure we are always working in our member's best interest. The club is aimed at the beginner to intermediate level and we cater for the needs of those new to Jeep or 4-Wheel Drive ownership by helping with access to professional advice, tuition and support.



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SPOTLIGHT ON... (Continued)



The club encourages safe and responsible attitudes to off road driving and exerts no pressure on members to tackle obstacles they do not feel comfortable with. Members also arrange numerous social events, demonstrating the club is more than just about the vehicles, it's about the people as well. The club holds regular monthly meetings and outings within the Canberra region and recently formed a successful partnership with Jeep Action Magazine to host the first Camp Bungendore event held at the Bungendore

Showgrounds from the 3rd – 7th of October. The event was well supported by other Jeep enthusiasts with 65 Jeeps and over 130 Jeep people registered for the event which was a great effort for a first time event. Jeepers came from as far as Melbourne, Sydney, Coffs Harbour, Tamworth, Gold Coast, Brisbane, South Australia, Canberra and even the local township of Bungendore.

What trends are you noticing in the industry at the moment (i.e. popular product):

From a Jeep perspective after attending many events like Jeep Jamborees, Camp Coffs and the recent Camp Bungendore you can certainly see the increase in popularity of the JK Wrangler as the preferred choice of vehicle, both in the 2 door and 4 door versions. Out of the box without any modifications the JK Wrangler is such a capable vehicle on and especially off-road. The other trend on the increase is how popular the new Grand Cherokee is becoming, particularly the diesel model, with people who want a vehicle that is capable off road and can tow large loads with relative ease and great fuel economy.



Where would we find you on the weekend:

Recently with the club hosting the Camp Bungendore event most of our weekends were spent in the Tallagandra region, doing recces, checking and clearing trails in preparation for this event.





OPINION PIECE: HONK IF YOU'RE UNHAPPY



According to Tom Vanderbilt, author of the New York Times bestseller *Traffic: Why We Drive the Way We Do*, motorists that drive with the top down are less likely to honk than those in a hardtop. This might be for a variety of reasons. One could be that people consider themselves more exposed with the top down and therefore more likely to be held accountable for their actions. We however, we have a different theory. We believe that the happier a person is, the less likely he or she is to honk and life with the top down generally makes you a happier person.

Whilst today's traffic congestion is enough to make even the biggest Pollyanna lose their biscuit, we're firm believers that over time you're less likely to get agitated when you've given more opportunities to truly take advantage of the fantastic weather that this country has to offer.

In a modern world most of us are out the door before the sun is up and heading home well after it has set. Despite living in one of the world's best climate, it's coming to the stage where we're having less and less opportunity to get a good dose of vitamin D. Now picture this, it's a beautiful spring Sunday and you need to take the kids to sport or even just run some errands. You take the top down and now you can sit back and truly enjoy the sunshine.



Whilst we understand that a soft top is not going to fix all problems, we believe that it's the little adjustments that make life a lot better.

CHRISTMAS CLOSURE DATES:



December 19, 2014 to January 5, 2015

Be sure to get your order in by 2pm Friday December 19 to ensure you receive it before Christmas.

CONTACT US

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