

## **AUTOMOTIVE EXCELLENCE**

### ***EMPLOYEE PROFILE***

In each issue of the news and views we feature one of our most valuable assets, our employees. Their commitment and pride in their careers are one of the reasons for our success. In this issue we feature Gary Stinnett.

Gary has been with us since 1988. He started in the capacity of technician and has been our service department manager for the last six years. Gary is an ASE Master Certified Technician in automobiles and trucks, and many others, including advanced engine performance, school buses, alternate fuels, parts, damage appraisal, and the list goes on. His desire for education and testing is one of the reasons we have been designated an ASE blue seal shop.

Gary, his wife Michelle, and their four children, Mariah (16), Clint (14), Amber (12), and Michael (5), reside in Brunswick. Michelle is a labor and delivery RN at Deaconess Hospital in Cleveland. Mariah and Clint attend Holy Name High School, while Amber attends St. Joseph and John Grade School. This fall, Michael entered first grade also at St. Joseph and John. Soccer, piano, cheerleading, ski clubs, and other activities keep Gary, Michelle, and the children busy every waking moment. They keep so busy that Gary finally sold his race car and trailer a few years ago.

## **SERVICE DEPARTMENT**

### **SNIPPETS - *Is there such a thing as a front end alignment?***

Have you ever wondered why alignment prices vary so much? There are three types of alignments. And with winter taking its toll on the roads, it might be a good time to present some information to help you decide which is right for your vehicle.

**1. The Front End Alignment:** Known in jest as “set the toe and let it go.” Many times, this is the advertised “special,” whereas you are asked to be upgraded. This includes setting the toe angle, which is the measure of your front tires being pigeon-toed. This is not appropriate for today’s vehicles, and never offered at our shop.

**2. The Thrust Angle Alignment:**

In this type, all 4-wheel angles are measured and the front wheels are referenced to the rear wheels. This allows the front wheels to track properly with respect to the rear ones. This is the most common proper alignment to perform unless your car is capable of having the third type of alignment performed.

**3. The 4-Wheel Alignment:**

In this case, all 4-wheels are measured, the rear angles are adjusted to the OEM specs, then the same is done to the front, referencing the rear. Keep in mind, not all vehicles are capable of having a 4-wheel alignment performed on it.

**A properly aligned vehicle extends tire life, saves fuel and restores the handling characteristics as designed into your particular vehicle.**

# The Side View

*an editorial by Rich Sacha*

Rich, as many of you recall, had a weekly TV show on the CBS affiliate Channel 8 in the early to mid 90's. You'll still see him and other staff members interviewed for FOX 8 News on a regular basis for consumer related automotive issues.

As owner of an **independent**, full service automotive center, I am constantly analyzing the trends in my industry to provide you with the highest quality, personal service I can. Whether you simply need brakes in our service department or the artistic touch of our collision shop, my goal is to provide you enough reasons to allow us to earn your business each and every time. Even so, constant forces are at work to divert this, known as good old competition. So I thought this a good time to share with you some of the strong programs we have in place to help us serve you better:

**1. NAPA 90 Days Same As Cash Credit Card** . . . good here or at any of the 10,000 Napa autocare dealers coast to coast. The 90 Days Same As Cash is good on services over \$200.00, and yes, can be used on your collision deductible. Easy to apply for, and no annual fees, it allows easy tracking of your auto repair costs throughout the year. It also doubles your national warranty from 6 mo./6,000 miles to 12 mo./12,000 miles. On repairs under \$200.00, it's much the same as your Visa, MasterCard or Discover Card. **For a limited time, if you use your NAPA card on repairs over \$99.00, you will receive an original Ty Beanie Baby absolutely free!**

**2. NAPA Extended Care Vehicle Service Contract** . . . will be offered by us. It's like no other that I have ever seen in terms of coverage and price, considerably less expensive than any sold at dealerships. It will be available for both new vehicles coming off warranty and used cars. It is so strong, I will be recommending it to my family and close friends. It will be honored at almost 20,000 shops nationally, including all autocare dealers. Those of you that know me well know how I have despised the vast majority of these extended warranties. This one's really different. Any questions on either program, see me next time you're in or give me a call.

## **BODY SHOP TALK**

Before you turn in your leased vehicle...

Lately we've been asked by many of our customers for recommendations on what needs to be done, from a cosmetic standpoint, to return a leased vehicle in a condition such that the "wear and tear" is considered normal. We offer an evaluation of your vehicle's interior and exterior with the goal to minimize your out-of-pocket costs at the end of your lease agreement. Even if you are planning to buy out the lease, call us for a free estimate to get the most bang for your buck.