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## **SERVICE DEPARTMENT SNIPPETS**

### **AUTOCARE CLUB CARD PROGRAM**

Our Service Department is pleased to announce the new AutoCare Club Card Program.

The AutoCare Club is a customer purchased membership card that provides attractive value-added incentives for future maintenance and repairs. Here's how it works: Purchase an annual membership at \$39.95 and receive a personalized embossed membership card. Use this card over the next 12 months to receive:

- One FREE lube, oil and filter change.
- Preferred pricing on three additional lube, oil and filter changes.
- 10% off any service or repair work. Maximum rebate: \$20.00. One time offer.
- Free tire rotation.
- Free vehicle inspection.
- Free air conditioning visual inspection and outlet temperature check.
- Free battery and alternator analysis.

For more specific information, call our office or email us from our website: [www.autoexinc.com](http://www.autoexinc.com). We're sure you'll find this offer an exceptional value.

**You'll also find other "high demand" services on our website coupon page.**

## **BODY SHOP TALK**

### **Collision Industry Trends: What's Important to you?**

According to industry experts, body shop customer satisfaction is based first and foremost on the length of repairs, buzz word: "cycle time", and second professionalism.

Although we at Automotive Excellence strive for the highest quality possible in the repair process, we have always addressed the above issues. Our latest independent study results place us 25% better with respect to cycle time than the national industry average. And we are very pleased with the results of AAA customer satisfaction index (CSI) polls. For the first half of 2001 we are at 100%. Last year, we were at 98%. One of our major goals for 2001 was to achieve 100%. We are indeed very proud of our entire office staff and production personal in maintaining these standards, and want to thank you, our valued clients. As you should know, we have an excellent relationship and reputation with all major insurance companies.

## **NEWS AND VIEWS**

### **“The Side View”**

**by Rich Sacha**

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

### **WOULD YOU WANT TO KNOW WHO'S REPAIRING YOUR INVESTMENT?**

Progressive Insurance Co. has launched a pilot program here in the Cleveland area unofficially called by industry observers as the “Concierge” program. Although kept rather under wraps, in a nutshell, the program eliminates the vehicle owner’s contact with the body shop. If you are involved in an accident, and Progressive is involved, be prepared for the suggestion to drop your vehicle off, and pick it up when completed, at the “Concierge” storage lot in Bedford. Rental vehicles, if applicable, will be picked up there as well. Progressive will then have your vehicle repaired at one of their approved shops. It has been reported that the name and location of the shop is not disclosed to you.

Although Progressive affords a warranty with this program, I am opposed to cutting out the customer contact with the body shop. I am always pleased to escort a prospective customer on a shop tour, meet our staff and production people, and answer any and all questions, as an industry expert, regarding the repair process. What do you think?

### **EMPLOYEE PROFILE**

In each issue of the News and Views, we feature one of our most valuable assets, our employees. Their commitment and pride their career is one of the reasons for our success. In this issue we feature Mike Woycitzky.

Mike, a Master Certified Collision and Refinish Technician has a title no one else can ever hold: He was our first full time employee. Mike has been with us over 15 years. He was out of Cuyahoga Valley JVS a little over a year when he joined Rich as a “combination man”, meaning they did the frame repairs, body repairs and painting. Although still an expert painter, Mike’s duties are frame and body repairs. Mike lives in Medina, where he enjoys home improvement projects and his beautiful Harley Dovetail. He was recently engaged (hurray! we all love weddings) to the lovely Michele Amato. We are indeed privileged to have Mike and Michele within the Automotive Excellence, Inc. family. And by the way, we’re pushing him to set a date!

# **ANNOUNCEMENTS**

## **INDIANS TICKETS WINNER ANNOUNCED**

The winner of a pair of Indians tickets for the game against the Chicago White Sox on Sunday, Sept. 9 is: Kara Kozub of Parma, OH. Congratulations to Kara. Let's hope the Tribe is still in contention for the A.L. Central Division. We'd like to express our thanks to Kara for allowing us to be her choice for automotive repair.

## **4<sup>th</sup> ANNUAL CAR WASH**

**HOLY NAME HIGH SCHOOL** varsity football players will be holding their 4<sup>th</sup> annual car wash here at Automotive Excellence, Inc. on:

**SATURDAY, SEPT. 15, 2001. NOON to 3:00 P.M.**

Join us for free hot dogs, chips and pop while your vehicle is professionally washed and dried. Proceeds benefit all student athletes at Holy Name... a name synonymous with quality education in the Cleveland area for over 140 years.

## **GREAT REBATES AVAILABLE ON NAPA STRUTS, SHOCKS AND MUFFLERS**

**GREAT REBATES AVAILABLE ON NAPA STRUTS, SHOCKS AND MUFFLERS**

No-nonsense rebates of \$20, \$30 and \$40 are available on select struts, shocks and mufflers. The offer is good through Oct. 31, 2001. There are no strings attached. Call, stop in or email us for complete details.