



THE ROADRUNNER



The Auto Trades Bulletin for Businesses in the Automotive Industry

Automotive Service Association of Arizona

A Message from the Chairman



Kathy Draskovic owns Mike's Auto Tech in Glendale with her husband Mike. She can be reached at 623-979-2653

Creating a "Brand" Identity. I have been a member of ASA for many years. It's my membership organization for my industry. I have learned so much from my peers who have been very open with their ideas and suggestions to help me get through a challenge at the shop. Now it's time to get the word out, and let everyone know what ASA is all about. Not only to shops around the state, but to consumers as well.

We need to educate the public about what the red, white and blue ASA logo means. To me it means:

- **Integrity**—ASA members adhere to a standards of conduct.
- **Dependability**—ASA members are reliable
- **Experience/Knowledge**—ASA members have accessibility to information, training and other members to find the solutions to problems.

Our Marketing/PR committee met recently and exchanged many ideas to get us started in getting the "word" out. We also need your help. You can help, but adding the ASA Logo to your website, business cards, and hanging our sign in a prominent place where customers will see it. You can use the logo in your newsletter if you print one or any educational brochures that you print and have in your waiting room. Put out the ASA AZ newsletter and the AutoInc. Magazine in your waiting room so that customers can pick it up and find out what is going on in the industry. "Word of Mouth" is powerful and be most effective way to begin our "brand" identity campaign. Remember, "Just Do It" did not become the "brand" for NIKE overnight.

The committee has also discussed the impact that partnerships with other organizations and companies will bring to the ASA name. We are researching ways to become partners and take advantage of events that will give us the exposure to a targeted audience. We're starting out small, but as I mentioned earlier, the word will spread if we all continue to work together to provide the quality service that our customers have been expecting and getting from us for years.

We have built our business on referrals and word of mouth, I know it works.

ASA of Arizona Partners with



Two for the Road USA - Bill Z. and Cathy D.
KKNT 960 AM – Sunday 7-9 PM
www.twofortheroadusa.com

Fuel Saving Tips for your customers

Bill Z. and Cathy D.

- **Slow Down:** Driving 55 mph instead of 65 saves fuel.
- **Change lead foot to light foot:** Accelerate smoothly from a stop and brake gradually.
- **Relax:** Aggressive driving and weaving in and out of traffic wastes fuel and wears out components.
- **Check your tires monthly:** Inflate them to the recommended pressure.
- **No Idling:** Turn your engine off if sitting in parking lot, a line at the drive-thru and Car wash.
- **Travel light:** Avoid piling luggage on the roof rack or storing heavy items in the trunk.
- **Always aerodynamic:** Close the windows at higher speeds.
- **Be a maintenance maniac:** Keep the engine tuned and the wheels aligned.
- **Let your vehicle breathe easy:** Replace air filters as recommended.
- **Choose the right oil:** Use good quality oils.
- **Use cruise control or maintain constant speed:** Avoid tailgating.
- **Minimize use of heater and air conditioning.**
- **Combine your errands and your driving trips:** To cut down your miles on the road.

The Automotive Service Association of Arizona
5060 N. 19th Avenue, Suite 216
Phoenix, AZ 85015
602-544-2600 Fax: 602-544-2277
info@asaaz.org www.asaaz.org

ASA—Arizona State Board

Officers

Kathy Draskovic—Chairman

Mike's Auto Tech, Glendale
623-979-2653 kathydraskovic@yahoo.com

Joe Cross, State Secretary

Tucson Cylinder Head Service, Tucson
520-624-771 jfcinaz@aol.com

Danny Guido, State Treasurer

Tony's Service Center, Phoenix
602-550-4715 phxguido@yahoo.com

Board Members

Denny Mandeville, AAM

Verde Valley President
928-282-4424 cars@sedona.net

Josh Schmidgall

Yuma Chapter President
928-782-9847 josh@smittysbodyshop.com

Sean Booth

Prescott Chapter President
928-445-0505 jaclinic@qwest.net

Sean Meares

Grand Canyon Chapter President
928-474-9330 paysondriveline@cbiwireless.com

Russel Smith

Mohave County President
928-692-1717 staffer@ctaz.com

Jacqui Harry

Tucson Chapter President
520-790-6035 Jacqui.jaybeesauto@gmail.com

Danny Guido, AAM—Chairman

Phoenix Chapter President
602-264-9866 phxguido@yahoo.com

Bob Jones

State Educational Director
480-557-0655 bobjones@quality-trans.com

Russell McCloud, AAM

Affiliate Assembly Representative
928-783-8808 rmccloud@theriver.com

Staff: Luz Rubio

Executive Director
602-544-2600 luzrubio@asaaz.org

ASA Newsletter—The Roadrunner

Is owned and published by the Automotive Service Association of Arizona, representing businesses in the automotive industry. This newsletter is published at least 11 times a year and is for information purposes only. The contents of the newsletter including editorials do not necessarily represent the views of the association.



The Automotive Service Association of Arizona is an affiliate of ASA, the largest not-for-profit trade association of its kind serving automotive service professionals. ASA is dedicated to and governed by independent automotive service and repair professionals. ASA's international membership base includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. ASA's national office is in Bedford, Texas. For additional information about ASA, including past news releases, go to www.asashop.org, or visit ASA's legislative Web site at www.TakingTheHill.com.

Message from the Executive Director



Luz A. Rubio, CAE

I am very happy to report that in the last six months we have not received a consumer complaint on an ASA member. I have received 9 complaints and unfortunately, these consumers were very unhappy and were doing their research to see who would fix their problem after the previous shop just made it worse. I have found that consumers are getting educated and doing research online for major purchases and services related to their home and vehicle. So now I have a few questions for you...

- Do you have a presence on the internet?
- Do you have testimonials from customers?
- Do you update it frequently with information, pictures, etc.?
- Do you list your affiliations?
- Can they find your contact information easily?
- Do you have any tips and/or information on your website?

First of all, it's important for you to have a website, it's very affordable and ASA National can develop one for you at a very reasonable price. You also have to check your email regularly.

We all want to know that other customers had a good experience in your shop, ask your customer permission to use any comments from your CSI cards.

Update your website regularly, add a new coupon, add well wishes on the most current holiday, change the pictures of your employees, etc.

Add the ASA logo to your website and any other organizations you belong to. This adds to the credibility of your business and establishes your reputation. Customers do look for other affiliations and qualify you by them.

I have visited many of your websites recently, and I have found it difficult to find a phone number to call. Some people don't want to make an appointment online, they want to talk to a real person.

Here's an opportunity to educate consumers. Post a tip of the month for your consumers to read about. Also post any information that you feel the customer would benefit from, such as the Arizona Statute that consumers have the right to choose what shop they take their vehicle after an accident.

Check out our website at www.asaaz.org, your comments, suggestions are appreciated. We continue to make improvements, but need your input!!!

Welcome New Members

Community Tire & Auto Service Specialists

Howard Fleishman, Jr.
12251 N. 51st Avenue
Glendale, AZ 85304
602-978-0251

Hollywood's Body & Paint, Inc.

Hollywood Leary
2550 E. Bell Rd
Phoenix, AZ 85032
602-788-6969

Pete's Body Shop

Wiley Jameson
PO Box 32
Wellton, AZ 85356
928-785-4023



Have You Registered?

www.naceexpo.com / www.carsevent.com

Arizona ASA Code: **24L**

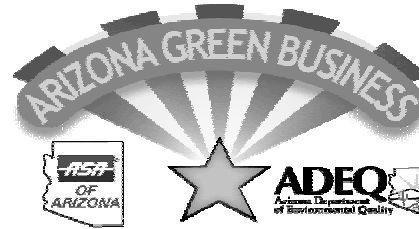


ASA AZ Meetings & Events

For details of these meetings, please contact your Chapter President listed on page 2.

- | | |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| September 17 | Verde Valley Chapter Meeting
RSVP to Ann Anderson 928-828-9464 |
| September 25 | Prescott Chapter Meeting
6:30 p.m. @ European Auto Tech
1125 Haining Street, Prescott
RSVP to Marissa before 9/18 928-778-2231 |
| November 5—8 | CARS/NACE
Mandalay Bay, Las Vegas
www.asashop.org |

Questions, call the ASA AZ office 602-544-2600



Checklist
available
online

www.asaaz.org

AUTOMOTIVE

The following shops are certified Green Shops by ASA and the Arizona Department of Environmental Quality.

Verde Valley

Canyon Automotive Repair and Service

2025 Yavapai Dr
Sedona, AZ 86336
928-282-4424

Hansen Enterprises Fleet Repair

4682 Old Highway 279
Camp Verde, AZ 86322
928-567-9140

Maricopa County

25 Street Automotive

4112 N 25th Street
Phoenix, AZ 85016
602-955-2637

Desert Car Care

95 N Dobson Rd
Chandler, AZ 85224
480-726-6400

Kelly Clark Automotive Specialist

4101 E. Bell Rd
Phoenix, AZ 85032
602-971-2225

Tony's Service Center

5352 N. 16th Street
Phoenix, AZ 85016
602-264-9866

Tucson

AAstro Transmission

8150 E 22nd Street
Tucson, AZ 85710
520-298-1103

Arizona Car Care Centers

7970 E Golf Links Road
Tucson, AZ 85730
520-546-1120

Borst Automotive

1255 S Swan Road
Tucson, AZ 85711
520-748-8861

Firestone Complete Auto Care

3710 W Ina Rd.
Tucson, AZ 85741
520-744-0797

Firestone Complete Auto Care

3501 E Broadway Rd
Tucson, AZ 85716
520-881-6070

Firestone Complete Auto Care

290 W Wetmore
Tucson, AZ 85705
520-888-1165

Firestone Complete Auto Care

7950 E Speedway Blvd
Tucson, AZ 85715
520-722-3080

Firestone Complete Auto Care

2430 N 1st Avenue
Tucson, AZ 85719
520-623-6411

Hardin Brothers

Automotive Inc.
16255 N Oracle Rd
Tucson, AZ 85739
520-818-3200

Integrity Automotive Inc.

6621 N Thornydale
Tucson, AZ 85741
520-531-0120

Milex Auto Service Centers

6911 E Broadway Blvd
Tucson, AZ 85710
520-748-8861

Tech Tip from Denny



Denny Mandeville, AAM is the owner of Canyon Automotive in Sedona and the Verde Valley Chapter President he can be reached at 928-282-4424

We have all experienced the phenomenon of never seeing some weird repair, then seeing several of them in a seemingly short period of time. There aren't a lot of Miatas in our customer base, but suddenly we have been seeing several new customers with Miatas. Many times these are DIYers and, certainly, the last two were.

The first customer's complaint was the idle had dropped below the speed for smooth idle and (using his trusty repair manual) has attempted to adjust idle speed by turning the air by-pass screw. Now it wouldn't idle at all- could I please adjust the idle?

Of course, the air by-pass screw wasn't going to correct his problem. This engine uses MAF and I was looking for false air using propane when I had a reaction by the IAC. This reaction seemed to be right at a location where plastic housing was crimped into metal housing. After several swipes I decided the false air was coming from a defective IAC.

Okay- replacing the IAC and all the related hoses didn't change anything. So, I bit the bullet and removed the top radiator hose to remove the air intake ducting. Whoa! The plastic ducting hadn't been re-installed correctly when the customer replaced his own fan belts and the alternator belt had rubbed a hole in the ducting. It really isn't the direct ducting I

am talking about- but the dip down, turn around, go somewhere ducting manufacturers are using lately. I plastic welded a repair to the duct and made the final adjustments, bolted the air ducting correctly and sent him on his way. Yeah, he paid for the IAC and the time because I made a diagnosis as best I could- it was no slam bam, thank ya ma'am guess and by golly diagnosis. But, it was a learning event.

It wasn't two weeks later when another new Miata customer showed up with an idle problem. Yup, he had just put belts on his car and the idle problem showed up a few days later. Out came the plastic welder and another satisfied customer left our shop, convinced I was the greatest.

If you haven't run into one of these Miata's, the alternator belt runs very close to the duct work and it is not easy to install the duct correctly. A bolt holds the assembly in place, but the hole in the plastic is rather large- so take your time putting it back together again, pull the duct forward as far as it goes and make sure that bolt is tight.

This next tip is from my friend Dave Whitmeyer from HEFR, in Camp Verde. Many of us use the BG products and tools and he has found a new use for his pressurized fuel system tool. To move a vehicle with a dead fuel pump he adds flammable liquid to his container, pressurizes it, and aims the spray into the throttle opening. Voila! The dead vehicle is alive- at least enough to move it from where ever the tow-truck dropped it to the repair bay.

On my container I have two valves- one on the air supply side and one on the discharge side. I can pressurize mine, close the supply valve, and the liquid will continue to flow for quite some time due to the residual pressure. Try it, you'll like it.

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Just because it's slow, it doesn't mean you can't grow!

How to use the slow times to increase your sales . . .

By David Rogers
President, Auto Profit Masters



There are certain times of the year that a bit of a slowdown in customer traffic seems inevitable. These times are the ones where many teams become unproductive and unhappy. If you aren't concerned, maybe you should be!

Your employees may not always outwardly demonstrate their dissatisfaction, and you may think that they ought to know by now that some weeks are just slow, but it's when we relax and think we know what others are thinking that we **really** get in trouble!

The secret to success in our shop is that we actually have a plan for these tougher times that **increases morale** and helps **prevent comebacks!** By planning ahead while sales are taking a dip, we're actually preparing our shop to make even more money once the slowdown is over!

We do this in three ways: internal/cross-training, to make sure that our shop is prepared to handle an influx of cars; image management and beautification, to make sure that our shop's image gives our neighbors a great impression of our facility and staff; and by marketing on a seasonal plan, where we make our biggest push in the month leading up to a seasonal slowdown.

Internal Training/Cross-Training

In our shop, we've found that the secret is to focus on the areas in which our shop is **most limited** during the busiest periods. By removing the bottlenecks and, as a result, increasing our capability (and therefore our **capacity**), we prepare to make more money every year!

Say you have a guy who flashes proms and does your heavy diagnostic work. Schedule the next most talented technician to spend a couple hours per day with that top diag guy. By the time the shop is busy again, he will also be able to flash proms and confidently perform deeper diagnostics (You'll likely be *amazed* what 8-10 hours of training like this can do.).

(And of course, great diag work helps your shop stay busy, even when car counts drop off!)

In our shop, we also train *all* of our staff to help us with estimating and parts sourcing and to do so in the proper way! Imagine how many more dollars you could push through your shop when you are buried in cars if, instead of sitting around watching his tool box rust, your tech would grab a work order and help with sourcing parts and building the estimate!

Just because your service writers are buried in recommendations and your techs don't have approval doesn't mean that your shop has to act like a clogged drain!

Image Management and Beautification

When our shop is slow, I pay my techs and other employees to paint, drywall, pour new concrete pads for lifts, hang Christmas decorations, pass out flyers at the local movie

theater, et cetera, just to **keep them productive** and to **get a handle on our image** – all while filling the pipeline with work for next week or month.

There are two things that are important to remember and consider, however:

First, control the number of hours you can afford to pay for each job by creating a budget and sticking to it; and second, assign the guys to the work based upon: a) your budget and what you can part with (remember to spread it around!); b) their hours flagged that period (help out the hungry!); and c) their willingness to participate in this most important work! (Whiners and complainers move to the back of the line!)

If you plan for these things and undertake a minimum of preparation (such as having a few gallons of matching paint on hand, budgeting a few extra bucks each month when you're busy, writing lists year round of things that need mending or maintenance, etc), you can turn slow times into times of personal and team growth . . . *and* you can improve your team's trust in you to take care of them, even when things are hard.

Remember: when it comes to running a successful shop, image is everything. How your facility and staff look creates an expectation for the customers before they ever even reach your front counter or pick up a phone to call.

Marketing Before A Slow Period

Perhaps the best way to increase sales during period when you know your shop will be slower than usual is to ramp up your marketing before your car count starts to drop.

In our shop, we've set up a seasonal marketing plan where we stop any slowdown in its tracks by stepping up our marketing 1-2 months before sales normally start to dip.

Since we know that the big companies and chains will be investing a huge amount of money when it slows down so that they can be sure to grab as **much** of the **available** business as possible, we know **we must beat them to the punch**, to be sure we **get our share** of those customers **first!**

But it's important to focus on bringing in quality customers who *want* to take care of their car, and who are focused on quality over price. By concentrating on these customers, we guarantee higher sales year-round, and by stepping up advertising efforts in the month or so before a slowdown, we make sure that we have a steady stream of quality customers all year long.

If you're tired of wasting money on marketing, and want to start making money while the rest of your competition is going through a "slow time," I've written a book called "You're Wasting Money on Marketing" which you can download for free at www.AutoProfitMasters.com. It's packed with secrets we've never shared before, and there's no better way to jump start your sales (even in this economy).

David Rogers is the President of Auto Profit Masters, an active member of the National Speakers Assn., and is operator of Keller Bros, Inc., a CarQuest National Excellence Award-winning shop. David is the host of a weekly television program in Denver called "The Monday Morning Mechanic" and is also a published author. David can be reached at coach@autoprofitmasters.com, toll-free at 1-866-826-7911, or online at www.AutoProfitMasters.com.

California Steps Closer to Requiring Shops to Show Parts Invoices

The California bill proposing to require all collision repairers to provide copies of parts invoices to their customers has again moved forward in the state legislature. On Thursday, the Senate approved the latest version of the measure and passed it back to the Assembly where it may be considered as early as August 16.

Assembly Bill 2825 has undergone several revisions. The latest version allows shops to remove any pricing information from the invoices, but still requires the shop to share the invoice for any part over a \$50 retail value if the customer requests it.

The California Autobody Association (CAA) has been actively opposing this and similar measures for more than a year. Executive Director David McClune has said the bill is "just not realistic." He noted that there is no other industry that is required to provide this kind of confidential information to its customers.

According to the provisions of the bill, any shop that does not comply will be found guilty of a misdemeanor and be subject to a fine of up to \$1000 and or six months in prison. The Senate approved the measure by a vote of 24-13. If passed, the measure is scheduled to take effect on January 1, 2010.

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Call 602-863-0080 or 800-777-5300

If you already have an Individual policy with Blue Cross and Blue Shield of Arizona, Call to verify that you are receiving the discount today.

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*The Argus Group
Jim Groff & Dave Perolis*

PCI Disappointed with RI Court Ruling on Labor Rate Survey

The Property Casualty Insurers Association of America (PCI) expressed its disappointment with a ruling by a Rhode Island Superior Court judge that requires every insurance carrier authorized to sell motor vehicle liability insurance in the state to conduct a labor rate survey and use this information to determine labor rates.

As CollisionWeek reported last Friday, in the case brought forward by the Auto Body Association of Rhode Island (ABARI), a Rhode Island Superior Court judge ruled that every insurance carrier in the state must conduct a collision repair labor rate survey and use the results of that survey as the sole determinant of the "prevailing" auto body labor rate.

The case, Auto Body Association of Rhode Island (ABARI) vs. State of Rhode Island Department of Business Regulation (DBR), was initiated because the association felt that the DBR misinterpreted new legislation passed in 2006 requiring the surveys when it wrote its regulations to enforce the law. ABARI appealed DBR's decision to the Superior Court. PCI intervened and made a filing in the case asking the court affirm DBR's decision.

"We are very disappointed with the court's ruling and are considering our appeal options," said Frank O'Brien, vice president and regional manager for PCI, in a press release. "The ruling has the potential to mandate a badly flawed scheme for calculating the prevailing rate that could result in inflated rates and higher repair costs. ABARI wants to circumvent the role of competition in setting prices and force insurers to pay whatever amount is reported to them in the Auto Body Labor Rate Survey. We want to make sound decisions about repair claims and take into account the many factors that should be included in determining a fair labor rate. Efforts to make sure repair costs are reasonable benefit all consumers because they help contain the cost of auto insurance."

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Market Profiles for ASA Members

ASA can provide members with a free market profile based on their ZIP code. Market profiles provide demographic information of the areas that surround member mechanical and collision businesses.

For more information on market profiles, contact Karin White, ASA's research and project specialist, at 800-272-7467 ext 252.



There's Power at the Front Counter *By Michael Strautman*

Do you want repeat business? Does your staff want repeat business? Proper staffing of the front counter includes hiring a person who *delights* in the pleasure of his/her customer. Are your customers *delighted* having done business with you? The front counter of an automotive repair business can be its greatest strength or its greatest weakness. Consider the following in testing the strength or weakness of your front counter staff.

The power of first impressions – If a customer calls regarding an issue with their vehicle, does it sound as if the advisor doesn't care to be there? Do you have a pre-planned phone greeting? If so, does it sound like the person answering the phone is happy that the phone rang? After all, you should be happy that the phone rang, right? I have called thousands of shops across the country and most phone greetings sound as if the person is inconvenienced to answer the phone. A well planned, upbeat greeting is essential for first impressions with a customer.

Look for opportunities to "wow" customers – Your staff should be trained to listen very carefully to what and how customers say things. They should look for opportunities to do something unexpected for a customer. For example, serve your patrons coffee while they wait (not just turn the coffee pot on for them). What better advertisement for your shop than random acts of kindness? Without this type of thinking, the experience your customer had will not be memorable. On the contrary, it will be just another auto repair to them, ultimately forgettable.

Realize that the unexpected becomes expected – If something special is done for a customer once, it will then be an expectation of that customer (and any customer that they may tell about your company). Be prepared to continually look for ways to "wow" the individual in each situation.

It takes the unexpected to create a memorable experience. How does your staff do at delivering unexpected acts of service to customers? Do they *delight* in the pleasure of their customers? If you would like to know ways to train your team these soft skills, email me at mike@turnaroundtour.com.

Auto Shop Tips© by Michael Strautman
mikestrautman@turnaroundtour.com
www.turnaroundtour.com
800-233-8551



Avoiding slip and fall injuries



Slip and fall incidents are among the greatest workers' compensation and liability exposures facing many companies. A fall could result in the loss of a valued employee or the filing of a third-party lawsuit. Fortunately, many of these incidents can be prevented.

Slippery and uneven waling surfaces are two of the most common causes of slips and falls. By controlling these conditions where possible, you can avoid many accidents.

High Traffic Areas

Evaluate high-traffic areas closely for unsafe waling condition. These areas include parking lots, customer service drives, customer waiting areas, restrooms, and service bays. Immediately take care of all indentified hazards. Here are some items to check:

- Stairs should be in good condition, of equal height and well lit.
- Stairways with three or more steps should be equipped with a handrail.
- Curbs should be highlighted to warn of the change in height.
- Exterior lighting should be adequate and checked frequently for malfunctioning fixtures.
- Lot surfaces should be in good repair and free of holes and other obstructions.
- Redirect downspouts that empty onto walkways as they can create a slip hazard.
- Never leave a floor spill unattended (especially in customer traffic areas). Clean the spill immediately and post a "caution-wet floor" sign.
- Have an oil-absorbing material available for oil spills.
- Be certain that all building entrances have mats or rugs to help keep the floors clean and dry, especially during inclement weather.
- Keep entrances free of obstructions, including promotional displays.
- Make sure aisles and hallways are also free of obstructions.
- Implement a self-inspection program to identify hazards and assure that necessary repairs are made promptly.
- Document all inspection programs and include follow-up procedures.

This article is provided for informational purposes only. Please consult with qualified legal counsel to address your particular circumstances and needs. Zurich is not providing legal advice and assumes no liability concerning the information set forth above.

Looking to fill a position?

ASA of Arizona is proud to partner with Jobing.com to provide you with the most comprehensive listing of employment opportunities.

<http://asaaz.jobing.com/>

Safety Bulletin

Service special - tire rotation and four-wheel brake service \$1,000,000

Completed operations can be expensive

“A customer brought their car into our service department for a brake job. This customer was a “waiter,” so we pushed the job through pretty quick. The technician finished the job; the customer paid the cashier and drove off. That car was going over 60 mph when the wheel fell off, the vehicle went out of control and crashed. It was a terrible accident. Attorneys for the family contacted us the very next day.”

You may not want to believe that a simple tire rotation or brake job could cost your dealership in excess of one million dollars, but the fact is it can. These incidents happen every year and the stories are familiar. Are you a high-end import dealer? If a technician or someone in your “quick-lube” department forgets to put oil back into an engine, how much will it cost to replace it? Does \$10,000 sound close? It is important to protect yourself from both catastrophic and nuisance claims. Catastrophic claims can put you out of business and nuisance claims reduce profits. Both can tarnish a hard-earned good reputation that took years to build.

Zurich offers the following suggestions on how to protect your business:

Require all service and repair, orders to be signed by the customer.

This is especially critical if the service writer recommends preventive maintenance or (manufacturer’s) scheduled service and the customer declines to have it done.

- Establish a quality control program in the service department.
- Require third party (service writer, QC manager) inspection upon completion of service work.
- Ensure the quality and safety of service work is thoroughly evaluated, especially when critical automotive safety components are involved.
- Require technicians to complete factory and ASE training.
- Technicians must be qualified to perform assigned work.

There are other less obvious completed operations or product liability exposures associated with the automotive retailing industry. The used car business is becoming extremely complicated, and consumer protection laws hold the dealer to a higher standard than ever before. If you “guarantee” used cars or advertise a “100 point inspection” you should know as much as possible about the vehicle being sold.

Again, these are suggestions for protecting your dealership and assets.

Use a title search company to verify the vehicle’s history, including:

- mileage
- salvage title
- unusual usage - police, taxi or emergency vehicle.

- Require the customer to complete a “Customer title disclosure and trade-in certification” or “Sellers disclosure” form.
 - Thoroughly inspect the vehicle and look for evidence of odometer tampering, replacement or rollback.
 - Appraisers must be diligent in evaluating trade-ins, and determining prior damage.
- Conduct a comprehensive safety inspection of all trade-in vehicles to include:

- brakes
- air bags
- exhaust system
- steering & suspension systems
- other critical components

Don’t forget those subcontractors you use to modify new and used vehicles. Customizing vans and pick-up trucks, installing stereo systems, alarm systems or any other electrical devices are not a problem until something happens. If the customer’s car or house catches fire, they will come back to the dealership to talk with you first. If the subcontractor isn’t properly insured, guess who’s responsible?

Remember to choose business partners carefully. Here are more tips:

- Use subcontractors/vendors with extensive experience (years in business) in their field and a good track record.
- Require certificates of insurance for workers’ compensation, auto, general liability and product liability coverage.
- Policy limits for subcontractors and vendors should be similar to your own.
- Your dealership should be listed as an additional insured on subcontractors’ insurance policies.

Never install, use or re-sell used parts or supplies, i.e. tires, airbags, steel, aluminum or other custom wheels, etc.

The dealer is not immune to product liability and completed operations claims. These losses can ruin a business quickly with a huge legal judgement, or more slowly with a bad reputation. If you’d like more help evaluating this business exposure, or if you have any additional questions or comments, contact your local Zurich account executive or contact our Loss Prevention Department at 800-821-7803.

Labor Law Posters

ASA gives members easy access to state and federal labor law posters. This benefit simplifies the task of locating the necessary information employers are legally mandated to post in the workplace. 1-800-272-7467

Audatex Tells ASA It Is Enhancing Estimating System To Automatically Default for Interior Clear

Change Will Ensure Repairers Will Get Paid for Work Performed



The Automotive Service Association (ASA) has received some good news for members of its Collision Division from Audatex, a Solera company.

Rick Tuuri, associate vice president of industry relations for Audatex, said Audatex is working on changing the default in Audatex Estimating, its online estimating platform that does not automatically apply clearcoat for interiors.

Tuuri said Audatex Estimating currently does not default to two-stage for interior, it must be selected by the user if applicable. The reason for this not defaulting, he said, is because of an automated paint decode feature within Audatex Estimating. Once the paint code is entered, the system automatically decodes the color and the system being used (single stage or two stages).

Tuuri told members of ASA's Collision Division Operations Committee that Audatex understands the

issue and is working on changing the default. Audatex Estimating is set up to default to two-stage for exterior if a paint code is entered or not. But, the current default is not automated for both two-stage exterior and interior.

Dan Stander of Jerry Stander's Collision Works in Littleton, Colo., said, "The ASA Refinish Subcommittee certainly appreciates the willingness of Mr. Tuuri and Audatex to listen, respond and have a solution in the works to this concern from collision repairers and the ASA membership." Stander is chairman of ASA's Refinish Subcommittee.

Audatex plans to make the change to two-stage exterior and interior in October 2008. The change will make for more accurate estimates and ensure that repairers get paid for work performed.

Until the adjustment is completed, Audatex users may go into their individual profile and adjust it to two-stage interior on a macro or micro level (all estimates or a

Did you know? ASA Launched a Web Page to Assist Insurance Complaints for Each State

To access this site, visit ASA's legislative Web site, www.TakingTheHill.com. The page can be found by clicking on the "Insurer Complaint" button in the naviga-

100th Anniversary of the T



Thank you to Virgil Wrubel for allowing us to use his trivia questions. Give you something to ponder before the next issue of the newsletter is published.

Martin Luther King Jr. coined the phrase "I have a dream". This may have been what Henry Ford thought in 1906 when he started planing the Model T. His famous quote was "I will build a car for the multitudes". It has been written that Henry Ford was a stubborn, cantankerous, semi-literate, farmer with a mechanical aptitude. He did not invent the car or the assembly line, but he did more than any other man to put the world on wheels. He was a kind of genius. He could not read blueprints, rarely got his hands dirty, but he had a lot of ideas and could promote them. The brass era of the Model T was from 1908 till mid 1916. I think these were the most interesting T's he built. The T was also known as the "Tin Lizzie" and the "Flivver". The "Tin Lizzie" refers to a cheap metal car with a ladies name. I could not find a definition for a "Flivver".

In the winter of 1906, Henry Ford had a room sealed in the Piquette Avenue plant in Detroit. A team headed by Ford, Charles Sorensen, and Joe Galamb designed the Model T using Models R & S that were produced in 06, 07, & 08 as it's base design. The first Model T was produced Sept. 27, and introduced to the public on Oct. 1, 1908 as a 1909 model. The 09 Model T was the first Ford with a left hand steering wheel, it sold for \$825 dollars, and sold over 10,000 cars. This was a new production record for auto makers. Initially the T took 12 hours 8 minutes to produce. By 1913, the assembly line reduced that to 1 hour 33 minutes. In 1927 he built one every 24 seconds. The price was lowered to

\$525 dollars in 1913, and only \$260 dollars in 1925. Ford produced more vehicles in 1923 and 1924 than all auto makers in the U.S. combined. In 1914, Ford paid his workers \$5 dollars a day. By 1925, I would think that the wage would be \$7 to \$8 dollars a day, which would mean his employee could buy a new Ford car for 30 to 40 days pay. It gave him a built in market. Wouldn't you like to buy a new car for 30 to 40 days pay today?

Mr. Ford went to Palm Beach FL. in 1905 to watch a car race. He noticed a wreck involving a French car, and noticed the car had lighter, stronger steel parts. He discovered the car used vanadium steel that was not used in the U.S. Normal steel had 60,000 pound tensile strength, vanadium steel had 170,000 pound tensile strength. This made the Model T last longer than other vehicles. Henry Ford built a steel mill to produce vanadium steel. The T made few changes to it's basic chassis and engine in the 19 years it was produced, which led to the end of it's production, and the beginning of the Model A.

The phrase "You can have a Model T in any color so long as it is black" was not true for all of it's production. Until 1913, they were available in green, red, blue, gray, but not black. In 1926, other colors were offered to try to boost sales. Black was probably used to standardize production, and reduce drying time. From Oct. 1908 to June 1927, Ford built 15,007,034 cars in 19 years. An additional 169,855 engines were built until August 4, 1941. The only model vehicle to exceed this production was the VW Beetle, but it took more than twice as many years to do it. Total production of the VW Beetle was 21,527,464 cars in 65 years.

In December 1999, in Las Vegas NV, the Model T was named the "Car of the Century" by 133 auto journalists and experts, who were chosen from the auto industry and car clubs, who voted over 3 years with numerous ballots, starting with over 700 candidates.

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