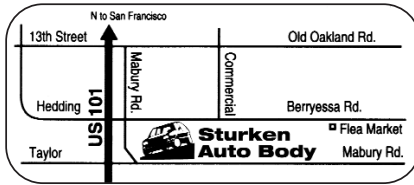




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You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all of the time. – Abraham Lincoln

The Best is Yet to Come

— continued from front page —



business philosophy.”

Sturken Auto Body recently relocated to a larger building next door because it outgrew its old shop. The new, spacious facility gives the shop the opportunity for unparalleled growth. Steve has had the foresight to stay ahead of the competition by constantly upgrading his shop’s technology, hiring the best certified technicians he can find, and making sure that everyone at the shop undergoes continuous training on the latest technology.

After almost half a century in business, the shop’s future looks rather exciting. What does Steve see in the upcoming years for his business?

“Because of our new, modern, expansive shop, the best is yet to come,” says Steve. “I see continued growth due to providing even better customer service, building better relationships between customers and the shop, improving our repair processes, serving more people, and positively touching more lives.”

Steve would like to take this time to thank the many satisfied customers, their parents, and their grandparents who have entrusted Sturken Auto Body the last 45 years to repair their vehicles. Steve would also like to thank the numerous insurance companies and auto dealerships who’ve continually referred their policy holders and customers to Sturken Auto Body because they had complete trust in the shop to fully return all damaged vehicles to “pristine, pre-accident condition...”

EMPLOYEE SPOTLIGHT

James Cameron

Auto Body Technician



James’ workday is never boring... he’s kept busy operating the shop’s high-tech frame aligner, plus he performs a lot of panel replacements. Even though James has been in the automotive collision-repair profession for 12 years, he never tires of his job, especially since he works alongside what he calls “the great team of seasoned professionals at Sturken.”

He says, “This shop has an incredible team to work with. We almost always get jobs finished on schedule and we stick closely to our production

plans. When a shop runs smooth, like this one, it just makes it easier to do your job because no stress means a better work environment. This is a fun place to work.”

James likes his job so much that during his time off he restores older vehicles for relaxation. Married, and the father of two young children, James also enjoys outdoor activities with his family, such as camping.

CUSTOMER SPOTLIGHT



Judy Santiago

Judy’s Cadillac CTS suffered major damage when she was unluckily broadsided last December. But luckily for Judy, she’s a customer of the St. Claire Cadillac dealership in Santa Clara. After her accident, she immediately called the dealership and asked where she should take her car for repairs... and St. Claire strongly referred Sturken Auto Body.

“My dealership knew exactly what they were talking about when they referred me to Sturken,” says Judy. “I couldn’t be happier with the service I received at Sturken. Everybody bent over backwards to make everything as easy as possible for me. The shop did an awesome repair job and an absolutely perfect paint job. My Cadillac looks brand new now.”

Judy adds that Sturken’s general manager Shawn Poirer really knows how to treat you right. “He called me frequently with updates, and he even emailed me photos of the repair progress. I would recommend Sturken Auto Body to anybody, anytime.”

Call Sturken Auto Body: (408) 295-7195



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BODY WORK

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It's Been a Great Ride & the Best is Yet to Come!

Sturken Auto Body Celebrates 45th Year In Business

If you think about all the businesses in Santa Clara County that have come and gone, lasting anywhere from two to 10 years, it's enough to make your head spin. But if you think for a moment about the businesses that have endured a whopping 45 years, you could probably count them on one, maybe two hands. So how has Sturken Auto Body done it?

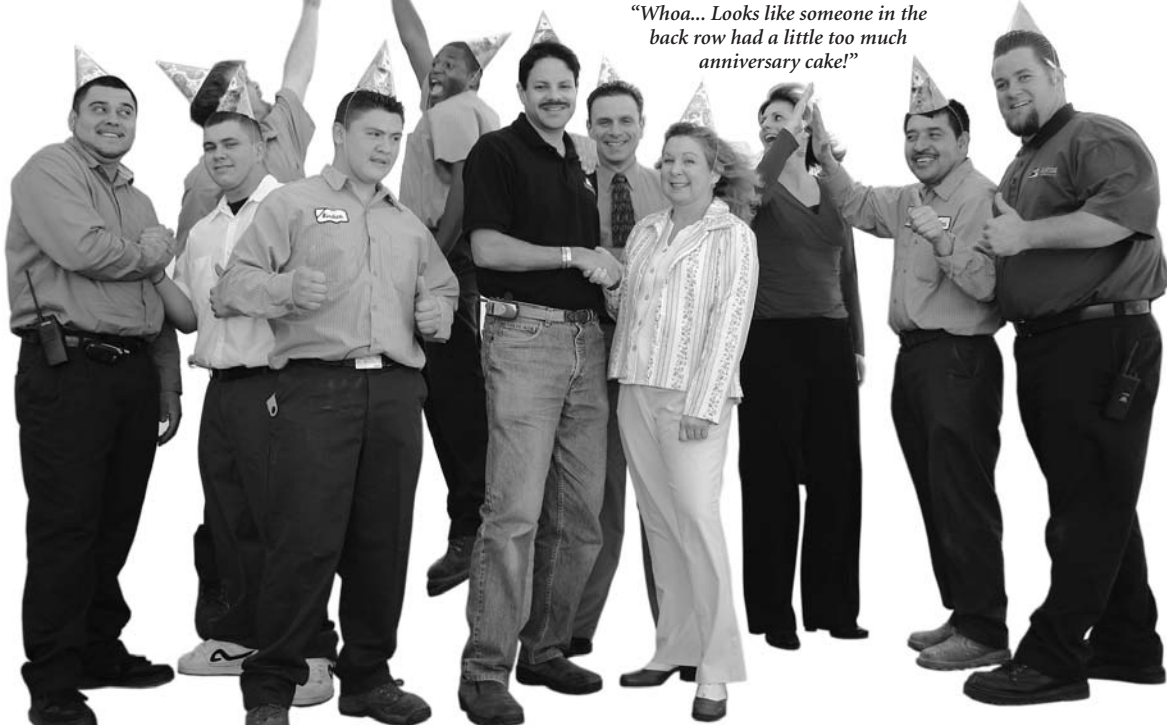
Shop owner Steve Sturken feels that

his shop's ethical integrity is primarily responsible for the shop's 45-year staying power and continued business growth. The shop is successful because it follows a simple ethical principle: "Say what you're going to do – Do what you say you'll do."

Steve says, "When you've served customers, their parents, and their grandparents for so many years all the way back to when Eisenhower was in the headlines,

you get a concrete sense of what makes your business tick. And what you see over and over again is a business that has grown because of great word-of-mouth advertising from current customers to potential customers. We have a well-respected name in the region because of our exemplary office staff and skilled shop technicians, our consistent high-quality workmanship, and our ethical

continued on back page



"Whoa... Looks like someone in the back row had a little too much anniversary cake!"

SHOP TALK

THE NEWS YOU SHOULD KNOW

We-Care Customer Service

"Making the Best of a Bad Situation"
Success of a 45-Year-Old Philosophy

Total customer satisfaction is "everyday business" at Sturken Auto Body, something that permeates all facets of the shop, including customer interactions with the office staff. The shop's goal, a 45-year-old philosophy since the business opened, with Steve's father at the helm, has been to treat all customers and their vehicles individually to completely fulfill each customer's personal expectations.

This business philosophy has led Steve to coin the term *Making the Best of a Bad Situation*. He's personally seen an unbelievably large amount of customers who, over the years, have come in for repairs after a collision.

"I've witnessed firsthand how stressful the repair process can be for many people," says Steve. "That's why I've dedicated myself to finding ways to make the entire collision repair as smooth as possible with minimal impact on the customer – everything from the estimating procedure, and the paperwork and insurance processes, to the actual workmanship by highly specialized, certified technicians. That's *Making the Best of Bad Situation*."

Steve Sturken, President, CAA

What This Means to You, the
Customer



Many of you may not know that the owner of Sturken Auto Body is the president for 2005 of the California Autobody Association (CAA), a non-profit trade association comprised of over 1000 individual and independent businesses within the automobile collision-repair industry.

Steve is quite proud that his professional peers at the CAA voted for him to speak on their behalf as their organiza-



*Over 18,000 square feet of
work area makes for a
great work environment
for Sturken's technicians.*

tion's president. His deep involvement with the CAA shows he greatly cares about the industry... and his customers, too.

"I'm delighted to serve as the CAA president because it's such an honorable organization," says Steve. "The CAA has a strong code of ethics, such as promoting goodwill between motorists and shops; encouraging shops to have a sense of personal obligation to each customer; mandating that shops perform high-quality repairs at a fair price; and requesting that shops employ the best technicians available who specialize in paint, metal, and mechanical work."

Why All Customers Should Know They're in the Best of Hands

Our "Top-10 Percent" Customer
Satisfaction Index Rating Says
We're a "Top Shop"

The last few years, Sturken Auto Body has been in the nation's "Top-10 Percent" in terms of the shop's Consumer Service Index (CSI) rating. The CSI rating is issued by an unbiased third-party agency, Customer Research Inc., which conducts extensive telephone surveys of consumers. A "Top-10 Percent" CSI rating means that between 90 and 100 percent of Sturken Auto Body's customers would gladly refer others to the shop.

"We've always looked at our CSI rating as a valuable tool for tracking how well our customer service is," says Steve. "We couldn't have possibly been a successful business for 45 years if it weren't for our high level of customer satisfaction. Our "Top-10 Per-

cent" CSI rating means we're doing all the right things for our customers."

Regarding the new Sturken Auto Body's much larger location, Steve believes the CSI rating will increase from its already stellar position because with more room, the efficiency in all departments should be smoother.

New Building Means Double The Space!

How This Benefits All Customers

The new Sturken Auto Body – about 100 feet from the old building! – is approximately 20,000 square feet in size, which is double the space of the old facility. And with that doubling of size comes a great many fresh benefits for customers.

"By expanding our shop 100 percent, we're able to provide our customers with superior customer service," says Steve. "A much larger shop and new offices drastically increase our efficiency regarding every repair process... along with expediting every interaction between our office staff, customers, and insurance companies. Now, customers can expect faster office service, quicker repairs, and decreased downtime when it comes to being without their vehicles."

In fact, everything at the new Sturken Auto Body has been streamlined. Technicians have more work stations, equipment, parts storage, and elbow room. The shop's spacious state-of-the-art paint department is second to none. There's even an Enterprise car rental office in-house so customers can quickly get back to their lives.

BEFORE

AND AFTER

2004 Mercedes



One nasty blemish...



Beautiful! Returned to the pre-accident condition.

Nuts & Bolts Typical Steps to Repairing a Vehicle



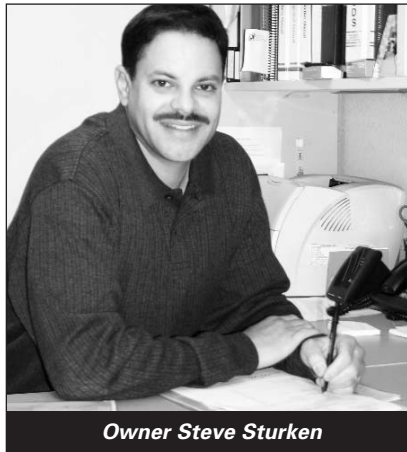
Jacob performs final inspection.

- 1 Vehicle is disassembled where needed.
- 2 ASE-certified technicians determine if there is hidden damage.
- 3 Vehicle is measured and calibrated with Sturken Auto Body's precise instruments.
- 4 Once technicians determine that the control points are back in place, the doors, fenders, hood and related parts are repaired or replaced.
- 5 Urethane paint is matched to vehicle.
- 6 Paint is applied in paint booth and then baked.
- 7 Vehicle is polished and re-assembled.
- 8 Vehicle is cleaned inside and out for delivery.
- 9 Final quality inspection and delivery to customer.

Q & A

Common questions asked by customers of Sturken Auto Body

AND NOW YOU KNOW



Owner Steve Sturken

How long should I wait to use my car cover after you've painted my car?

"After any painting, it's best to wait at least 30 days before you place a car cover on your vehicle," says Steve. "Also, try not to park in direct sunlight either, since the sun is harmful to your vehicle's paint."

My collision claim calls for replacing the tires on my pickup. Could I go with over-size tires?

"If you're still covered by a warranty, larger tires may void the warranty, but if your pickup is not under warranty, you can consider getting larger tires," says Steve. "Be sure you talk to a tire specialist before changing to larger tires because you want to ensure that your vehicle handles safely and effectively."

My SUV needed frequent alignments before your shop did front-end collision repairs. If this is still the case after repairs, can I bring it back to you for an alignment?

"At this point, since we only specialize in collision repairs, we don't perform alignments," says Steve. "But stay tuned... we're working on possibly adding new services at our shop, including alignments."

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Sturken Auto Body is Approved by CertifiedFirst, Underwriters Laboratory, and Good Housekeeping

Thousands of motorists are involved in auto accidents every day, but when it happens to you, the question becomes: "Where's the best shop to get my vehicle repaired properly and quickly?"

Look for the CertifiedFirst, Underwriters Laboratory, and Good Housekeeping symbols that identify approved repair shops, such as Sturken Auto Body, that have a reputation for high standards of customer satisfaction and impressive levels of quality, courtesy and professionalism.



"As an approved participant in the CertifiedFirst Network, Sturken Auto Body offers a workmanship warranty and a Lifetime Performance Guarantee using products that have earned the coveted Good Housekeeping Seal."



"Underwriters Laboratory Inc. (UL) has independently verified that our facility, equipment, personnel and overall capabilities meet the stringent standards set forth by the CertifiedFirst Network"