

# BODY WORK

“Making the best of a bad situation”



**STURKEN  
AUTO BODY**  
*incorporated*

Complete Collision Repair For All Passenger Vehicles  
875 Mabury Road, San Jose, CA 95133  
(408) 295-7195 { [www.sturken.com](http://www.sturken.com) }

## The New Sturken Auto Body?!

After 44 years in the same location, Sturken Auto Body moves – **about 100 feet!**



Oh... Can I put you on hold sir, for about 10 seconds?

**S**TURKEN Auto Body, like Elvis, has left the building. That's okay, because the veritable shop actually moved into a new facility just 100 feet away.

The shop relocated because it simply outgrew its current space. The new, spacious facility gives Sturken Auto Body the opportunity to continue growing. After all, when you're the "body shop of choice" for an entire geographical region, your business grows mightily. The body shop's customer-base has grown so large over 44 years it needed a larger home. The new facility doubles the space of the old shop – to about 20,000 square feet!

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# SHOP TALK

THE NEWS YOU SHOULD KNOW

## Reflections on Sturken Auto Body's 44 Years in Business

How it went from being "just another body shop" to a state-of-the-art leader in the industry

**T**he shop has grown significantly since its infancy in 1960, when Steve's father first opened the body shop. Steve bought the business in 1991 and oversaw the operation as it evolved into one of the top facilities in Santa Clara County. By 1995, Steve had turned Sturken Auto Body into an industry leader. And with a continued dedication to his growing business, Steve's philosophy of "quality only" was validated by being named, "California Auto Body Association's *Body Shop Owner of the Year* in 1999."

Is Steve's father impressed when he sees how the business has grown under his son's care? "Absolutely!" says Steve. "My father is very proud of me... But I always tell him the shop would be nothing if not for all the talented people working here."

What spurred Steve into turning Sturken Auto Body into the body shop it is today? "In this business, there's a 'survival of the fittest' thing going on. We're in an extremely competitive market, so we have to be the very best if we're to remain in business. My father always said: 'Do everything the best you possibly can, or don't do it at all.'"

## Please Pardon Our "Dust"

**D**ust all over everything? Actually, there won't be any dust in the air during the transition period of moving from the old shop to the new shop... thanks to some good ol' fashioned planning. (Plus, believe it or not, there won't be any delays in the repair processes of customers' vehicles.)

"All of us have worked hard for months to ensure a smooth transition," says Steve. "The move could've been an administrative nightmare, but we wisely scheduled the entire move over one weekend. We arranged beforehand all the nec-



essary changes with our vendors and suppliers, plus we had taken care of the phones and signage. We wanted our move to be as seamless as possible."

Steve adds that he wanted everything to go smoothly for customers, too. "The last thing a customer needs after an accident is another headache from dealing with an inefficient body shop. That won't happen at Sturken Auto Body... everything will run like clockwork during and after our move."

## Why You Should Expect Even Better Customer Service

**T**he last few years, Sturken has been in the nation's "Top 10" in terms of the shop's CSI (Consumer Service Index) rating of 98 percent. The CSI rating is issued by a third-party agency, Customer Research Inc., which conducts extensive telephone surveys of consumers. A 98 percent CSI rating means 98 percent of Sturken's customers would gladly refer others to the shop. The CSI rating has always been an extremely important tool for the shop — an unbiased barometer of just how satisfied the shop's customers truly are.

Regarding the shop's move next door, Steve sees no reason why the CSI shouldn't remain at its high rating level... Steve expects nothing less from his experienced office staff and technicians.

"Our new location allows us to improve every business process," says Steve. "A more spacious shop increases efficiency within the organization, so our new additional floor space naturally maximizes customer service."

## Why You Shouldn't Put Off Collision Repairs

**T**he economy is on the upswing and things are looking brighter for everyone. And a rosier financial picture is a blessing for those drivers who, for monetary reasons, have been putting off repairs to accident-damaged vehicles.

Since consumers are now becoming more confident in the economy, they are also feeling more comfortable spending the funds to take care of their damaged, unsightly vehicles. And that's a great idea...

Your vehicle is often the biggest investment in your life besides your home. Your vehicle isn't worth anything near its normal resale value if it has damage. A mere \$1,000 worth of damage, sometimes much less, can plummet the value of your vehicle by thousands and thousands of dollars. The worse part is, things don't get better for your vehicle, only worse, if you hold off on repairs... because you end up with mechanical, rust, and safety issues. Body repair is like heart surgery — the sooner the better!

# BEFORE

AND AFTER

2000 Honda Civic



Ouch! But no injuries.



Good as new and in time for the holidays.

## Nuts & Bolts

Typical Steps to Repairing a Vehicle



Estimator Gary performs the 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

*My beautiful 2003 Toyota has minor scratches. Could I have them repaired without involving my insurance company?*

"The best thing to do is stop by for an estimate," says Steve. "An estimate doesn't cost anything and

you find out from our expert estimators just how much your repair will cost. Certainly, you can choose to pay for the repair instead of involving your insurance company. Remember, don't be afraid of your insurance company... they're there to help you."

*My daughter had a collision in her 2002 SUV but she's put off getting bodywork. I keep telling her the repair costs increase the longer she waits. She says, "No way!" Who's right?*

"You are... Generally, the sooner repairs are made, the better," says Steve. "Rust can gain a foothold to damaged and unprotected metals that were degraded in the accident. Rust is like cancer. It can spread rapidly and it's very destructive. If repairs are made quickly and properly, rust won't develop and that'll keep your repair costs lower."

*I'm not happy with my insurance company's hardball attitude regarding the repairs you say I need and what they'll pay for. Do I have options, like an arbitrator of sorts?*

"If you understand your insurance policy, you'll know exactly what your insurance company must do for you – under contract – if you have an accident," says Steve. "Yes, there's a government arbitrator who specializes in resolving disputes. Our shop has excellent relationships with most insurance companies and we can help you avoid using an arbitrator – and keep you out of court."



**44 Years of Craftsmanship & Customer Service**

Family Owned & Operated

- Full Service Paint & Body Shop
- Towing
- Free Estimates
- All Makes and Models
- State-of-the-Art Equipment
- Major/Minor Collision Repair
- Frame & Unibody Repairs
- Expert Color Matching
- Insurance Claim Specialists
- Rental Service Available
- Written Lifetime Guarantee



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Sat. 8am -12pm



**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."

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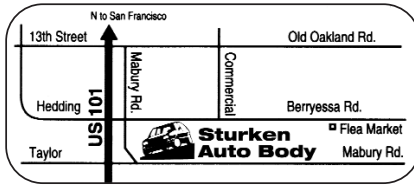


"Underwriters Laboratory Inc. (UL) has independently verified that our facility, equipment, personnel and overall capabilities meet the stringent standards set forth by the CertifiedFirst Network"



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Whenever you see a successful business, someone once made a courageous decision. — Peter Drucker

### The New Sturken Auto Body?!

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What are the benefits of this new location for customers and Sturken employees as well?

“With more room, we’re able to give better customer service,” says owner Steve Sturken. “Now, customers can expect faster service, quicker repair-turn-around-times, and decreased standby

times. We’re streamlining every process, even adding an Enterprise Rent-A-Car office right here in the facilities so customers can get back to their lives A.S.A.P.”

The employees at Sturken Auto Body are excited about all the amenities that come with the new store. They now have a fully equipped kitchen, a spacious break room and clothes-changing station, plus bigger restrooms. Technicians have more work stations and equipment, expanded parts storage, and more elbow room in general. The shop’s new, larger paint department boasts, as always, cutting-edge technology. Plus, the new offices are designed to expedite every repair quickly.

#### EMPLOYEE SPOTLIGHT



### John Cardenas

PARTS MANAGER

**J**ohn has the fast-paced, responsible job of Parts Manager – he orders, receives and carefully inspects every part. He gets the proper parts to the proper technicians, posts invoices, and researches vendors to find top-quality parts that adhere to Sturken’s high standards. He must stay focused 110 percent.

John, an employee of the shop for half a year, is a perfect fit for the job... he has former experience as a parts manager and he possesses a gregarious personality. “I want to do the best job I can,” says John. “The team at Sturken Auto Body really motivates me to do my best. We treat each other right, with lots of respect. And that puts a bright smile on my face... I mean, come on, you’ve got to be happy doing what you’re doing at work, right?”

To John, being happy at work means performing quality work, and that’s cool, because in his words: “Quality makes customers happy.”

#### CUSTOMER SPOTLIGHT



### Angela and Steven Nichols

**R**epeat customers of Sturken the past six years, Steven and Angela Nichols have brought in vehicles seven times for a variety of repairs – from fender-bender repairs after Angela’s car was backed into, to major collision repairs after Angela, a marketing professional, was run off the road by another motorist.

They live in San Carlos, but they’re so impressed with Sturken that they drive all the way to the shop for repairs. (A dealership referred them to the shop.)

“The experience for us at Sturken has always been fantastic,” says Steven, who works in software operations. “The shop’s customer service is great, and the quality of work there is exceptional. Cu Tran, the shop’s estimating manager, has been incredibly helpful and accommodating. We’ll definitely stick with Sturken because the shop treats us right. Even our next-door neighbor drives all the way to Sturken for repairs. That’s how good the shop is.”

Call Sturken Auto Body: (408) 295-7195



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