

BODY WORK

“Making the best of a bad situation”



**STURKEN
AUTO BODY**
incorporated

Complete Collision Repair For All Passenger Vehicles
855 Mabury Road, San Jose, CA 95133
(408) 295-7195 { www.sturken.com }

Got The Insurance Woes Blues?

The Full-Coverage Myth Unveiled—Buyer Beware!



Y

ou'll be strumming a guitar like a blues musician if you have an accident and then find out that your automobile insurance policy doesn't cover everything under the sun, as you originally thought. You may quickly find out the ugly truth... that your policy doesn't cover all sorts of important things: like rental cars, loss of work compensation, quality replacement parts, even simple items like towing charges.

Of course, maybe you're one of those earnest drivers who carries a policy loaded to the hilt with coverage benefits... and your collision repair will merely be a slight bump in the road. But what will your repair experience be like if your policy isn't as full as you believe?

Are you absolutely sure about what your policy covers? Have you thoroughly read your policy? When you purchased your policy, did your insurance representative spend ample time describing what the policy covers?

There's no need to feel the blues as long as you fully understand what your policy covers. Knowledge, as they say, is power, and that certainly holds true

—continued on back page—

SHOP TALK

THE NEWS YOU SHOULD KNOW



Striving to provide the best in customer service: Ray, Cu, Jamie and Virginia

How We Improve Our Already Good Customer Service

Twice-a-Month Meetings to Discuss Customer Comments

Sturken has been a leader in the collision-repair industry 43 years for good reason – the shop continually looks for ways to improve customer service and quality of repairs. One such way is through twice-a-month meetings between managers and technicians.

“We conduct meetings with technicians to keep them abreast of overall customer satisfaction,” says Operations Manager Shawn Poirer. “Meetings are a time to discuss customer comments and to find ways to improve work methods. We encourage open dialogue and feedback. Our technicians are quite concerned about what customers have to say about the shop’s work. They take a lot of pride in their work and whenever there are customer-satisfaction issues, our technicians respond in a positive manner.”

Shawn adds that technicians constantly peruse the shop’s Customer Service Index ratings (updated print-outs of customer satisfaction data collected via telephone surveys given by Customer Research, Inc.).

Ford Thunderbird’s “SC Concept” Makes News

Ford Motor Company recently introduced a Supercharged (SC) Thunderbird concept car as a possible future addition to its Living Legends line of automobiles. A 3.9-liter, 390-horsepower, supercharged V-8 engine powers the radically new Supercharged Thunderbird. It was designed to gauge consumer interest in a performance-tuned version of Ford’s two-seat sports roadster.

“The Supercharged Thunderbird combines America’s ultimate dream-car with an enthusiast’s ultimate dream-engine under the hood,” says Mike Zevalkink, executive



director for the Ford Motor Company’s Performance Group.

The Supercharged Thunderbird joined two other customized Thunderbirds at the company’s 2003 LA Auto Show. The Thunderbird “Chip Foose” edition featured a cut-down speedster windscreen, custom interior, and other major restyling modifications. The Thunderbird “Roy Brizio” edition included unique front-, side-, and rear-styling enhancements in a dark-green metallic paint color.



AAA Affirms “No Benefit to Cell-Phone-Distracted Driving”

In a recent news release, the Automobile Association of America (AAA) said the public should not be misled by a national cell-phone economic analysis released by the Harvard Center for Risk Analysis. The study essentially found that the value drivers place on cell-phone use while driving is roughly equal to the economic costs incurred in crashes caused by cell-phone users.

“Plain and simple, improper cell-phone use is a significant form of distracted driving,” says Shannon Swanson, spokesperson for AAA. The AAA Foundation for Traffic Safety maintains that nearly 300,000 distracted drivers are involved in serious crashes annually, making the phenomenon one of the most serious public health hazards today.

“Numerous studies have demonstrated that even hands-free cell-phone use involving emotional or complex conversations can lead to an unacceptable level of danger to drivers.”

BEFORE

AND AFTER

2002 Cadillac DeVille



Major Damage. Totaled?



Hardly. It's "Prime-Time," Again!

Nuts & Bolts

Typical Steps to Repairing a Vehicle

- 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.



Estimating Manager Cu Tran performs the final inspection.

Q&A

Common questions asked by customers of Sturken Auto Body

AND NOW YOU KNOW

My brother's a good mechanic, though not ASE-certified, and he says experience counts far more than just passing some tests... is that correct?

"Experience is valuable, but so is training," says Steve. "If you learn a profession on your own, you won't be getting the proper training on how to correctly perform your work. Technicians who are certified by Inter-Industry Council on Auto Repair (ICAR) and Automotive Service Excellence (ASE), such as we have at Sturken, are light-years beyond the 'experienced' non-certified mechanic."

I'm buying a new SUV. I've heard parts for newer vehicles are harder to come by if needed for accident repairs. Are there certain manufacturers that make it easier on new-car buyers?

"When it comes to replacement parts for new vehicles, just about all manufacturers are the same when it comes to supplying parts for repairs," says Steve. "The newer the vehicle, the harder the parts are to get... that's because the supply of stock isn't going onto warehouse shelves but rather directly onto vehicles still being made."

I've had it with my insurance company. I need a company that's more consumer-friendly. Who do you recommend?

"I get asked this question all the time and I suggest you talk to friends, family, and co-workers about their insurance company and whether they're happy with that company, especially after an accident," says Steve. "Also, you can check with Consumer Reports and the California Insurance Commissioner's Office."



Owner Steve Sturken



43 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



855 Mabury Road,
San Jose, CA 95133

Tel: (408) 295-7195

Fax (408) 295-3076

Mon. thru Fri. 7:30 am-6 pm

Sat. 8 am -12 pm



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."

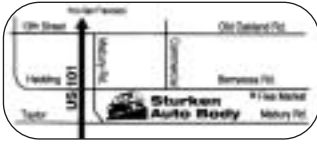


"Underwriters Laboratory Inc. (UL) has independently verified that our facility, equipment, personnel and overall capabilities meet the stringent standards set forth by the CertifiedFirst Network."



**STURKEN
AUTO BODY**
i n c o r p o r a t e d

855 Mabury Road, San Jose, CA 95133



Call (408) 295-7195
www.sturken.com

Remember that great love and great achievements involve great risk. – Chinese Proverb

Got the Insurance Woes Blues?

—continued from front page—



regarding your policy. Familiarity with your policy means you'll never have idyllic expectations after an accident. You'll know precisely what you're in for, and will be a much happier person during and after the repair process. You won't feel like you've been "victimized."

To be fair, understanding automobile insurance can be a tricky affair. There are many factors involved in buying insurance. Did you know liability insurance only covers the other drivers? Collision insurance only covers you? And comprehensive insurance only covers your vehicle not for accidents, but in case someone breaks into it, or a tire blows and causes damage, or other non-accident situations?

Carefully read any insurance policy before you sign it. When purchasing or renewing your insurance, be sure to speak with your insurance company and feel free to ask what this means and what that means in your policy.

"Most drivers never think about their insurance until they have an accident, but then it's too late," says Steve Sturken, owner of Sturken Auto Body. "Remember, if you're not exactly sure what you're getting, it's buyer-beware."

Steve wants you to know that if you should have an accident, Sturken Auto Body will work with your insurance company on your behalf, trying to diminish your down-time and costs.

"We make sure everyone is on the same page to get your repair rolling and get you back into your car quicker," he adds. "Our office staff, technicians and well-equipped facility are geared to meet your highest expectations and get your life back in order as soon as possible after an accident."

EMPLOYEE SPOTLIGHT

Mike Ryan Production Manager



plus ensuring that customers are fully satisfied with their repairs.

"Without a shred of doubt, the people I work with are terrific... they're amazing, actually," says Mike, who has 10 years' experience in the collision-repair industry. "The positive working environment here is a result of everyone's good attitude. It sounds kind of silly, but it's true... everyone here gets along great, which is good, because it allows us to produce high-quality work. I'm lucky to be working here."

During his time off, Mike enjoys motorcycles and snowboarding, and spending time with his wife at their cabin in Arnold, California.

CUSTOMER SPOTLIGHT

Robert Page Retired Computer Programmer/Analyst



Robert, who owns a 1996 Cadillac Sedan de Ville, has visited the shop twice for collision repairs – first, after a neighbor backed into his car; and secondly, when he got nailed by a car racing dangerously through a 3-way intersection. Thankfully, Robert wasn't injured in either accident (though in the second accident, the driver ended up not having insurance).

"I've done business with Sturken Auto Body enough times to speak with authority on the shop's customer service and repair work," says Robert. "And I can truthfully say that the customer service and repairs are absolutely marvelous. I've been extremely pleased with everyone there. Cu Tran, who did the estimating on my car, was exceptionally capable and he was as nice as can be. He was really helpful with all the little details, too."

As for recommending the shop to others, Robert states that he continually does so "without hesitation and most favorably."

Call Sturken Auto Body: (408) 295-7195



This Newsletter is a Product of Personalized Publications, the Award-Winning Newsletter Specialists.

PUBLISHER
PAUL EISENBERG

WRITER
ROBERT WARD

PHONE
(831) 459-9500

WEB SITE
www.personalizedpublications.com

