

BODY WORK

“Making the best of a bad situation”

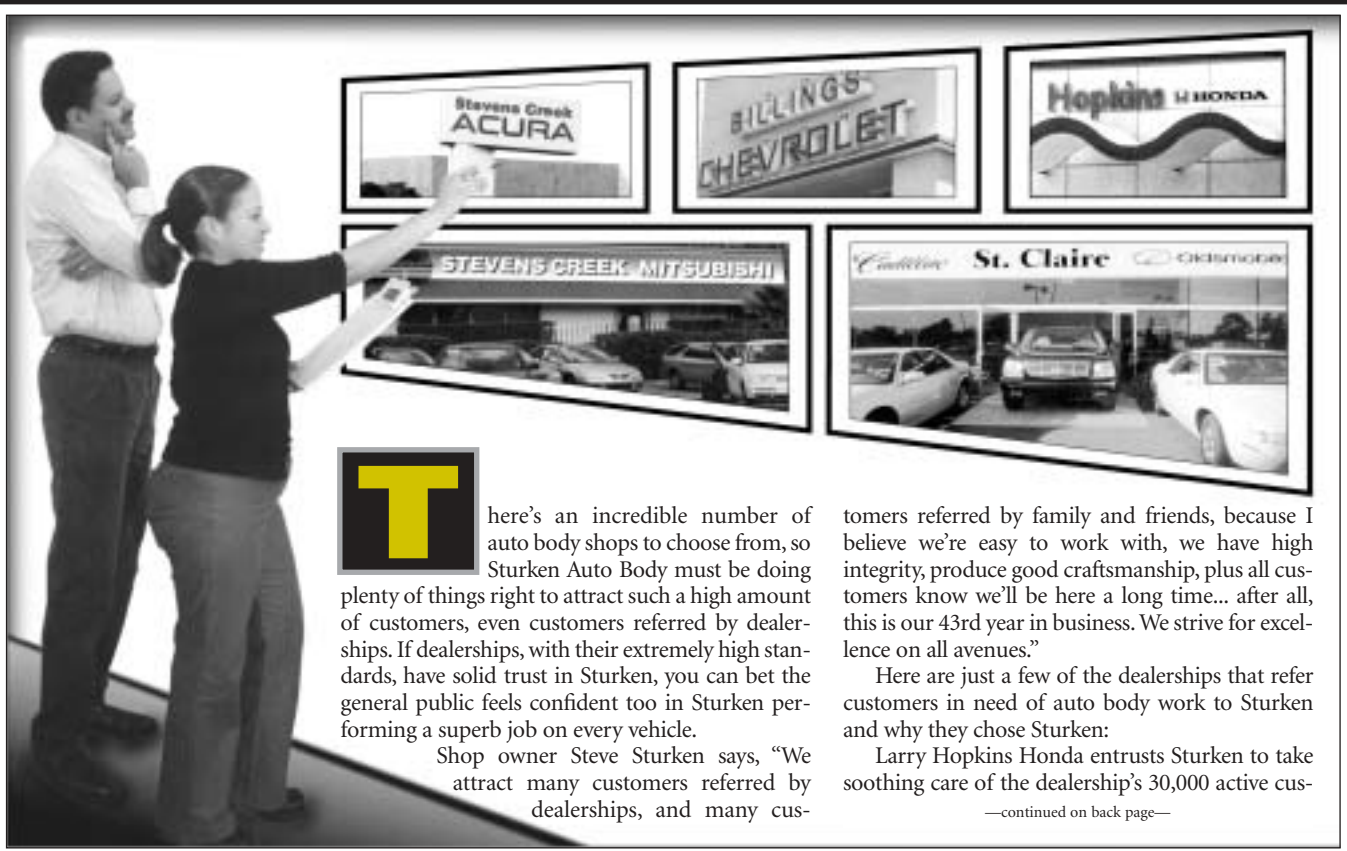


**STURKEN
AUTO BODY**
incorporated

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

The Art of Craftsmanship... On Display at Sturken Auto Body

Sturken Auto Body is *The Shop* of Choice for Dealerships...
And For Anyone Seeking a Shop They Can Trust



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here's an incredible number of auto body shops to choose from, so Sturken Auto Body must be doing plenty of things right to attract such a high amount of customers, even customers referred by dealerships. If dealerships, with their extremely high standards, have solid trust in Sturken, you can bet the general public feels confident too in Sturken performing a superb job on every vehicle.

Shop owner Steve Sturken says, "We attract many customers referred by dealerships, and many cus-

tomers referred by family and friends, because I believe we're easy to work with, we have high integrity, produce good craftsmanship, plus all customers know we'll be here a long time... after all, this is our 43rd year in business. We strive for excellence on all avenues."

Here are just a few of the dealerships that refer customers in need of auto body work to Sturken and why they chose Sturken:

Larry Hopkins Honda entrusts Sturken to take soothing care of the dealership's 30,000 active cus-

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SHOP TALK

THE NEWS YOU SHOULD KNOW

A Top Shop Needs Top Technicians The Men in Blue... Only the Best Will Do!



Only the Best Ply Their Craft at Sturken Auto Body.

Sturken employs 14 highly trained technicians who are specialists at returning any vehicle to pre-accident condition. "When it comes to our Men in Blue working in our shop, every one of them is bright and worth their weight in gold," says Operations Manager Shawn Poirer. "In fact, our Men in Blue are the backbone of this company, the driving force behind our stellar reputation, and a

major reason why our Customer Service Index (CSI) rating was 8th in the nation. They do phenomenal work."

Because of Sturken's 43-year reputation in the industry, technicians employed at other shops throughout the Bay Area continually contact the shop looking for a position.

Shawn adds, "Our technicians never rest on their laurels, either. For instance, they regularly attend schools, such as for Automotive Service Excellence (ASE), Inter-Industry Council on Auto Repair (ICAR), and Car-O-Aligner, to learn the latest technologies and hone their craft. Our technicians are the best."

"You-First" Customer Service How Customer Service Reps Take Care of All Your Needs...



Estimator/Customer Service Manager Cu Tran.

If you've interacted with Sturken's Customer Service Reps, you know all about their "You First" customer service. If not, you're in for a big surprise... especially if you think that after you've had an accident you're going to experience a difficult, stressful situation during the repair process.

Cu Tran, who is Sturken's Estimator/Customer Service Manager, says: "Our main job is to make everything as easy as possible, and as painless as possible, for each customer. It doesn't matter what you need... we make it happen."

"We do all the footwork for you, so once you drop off your keys, you can relax and focus on other things in your life. Our Customer Service Reps are experts at setting up all your paperwork - everything from dealing with your insurance's claims rep, to getting you a rental car and having it billed to your insurance company. That's why our shop motto is We make the best of a bad situation."

INDUSTRY INSIGHT

GM Introduces First Drivable Gasoline-Fed, Hydrogen Fuel-Cell Vehicle

General Motors (GM) recently reported in major automotive trade journals that its Research & Development Planning Department has demonstrated the world's first drivable gasoline-fed, hydrogen fuel-cell vehicle. What's interesting to note is that the vehicle's state-of-the-art technology takes hydrogen from gasoline to produce electricity to power the vehicle, a Chevrolet S-10 pickup.

GM will continue to use their hydrogen-powered S-10 as a "driving laboratory," where the sophisticated technology will be studied further and improved upon. So far, GM researchers have found that their S-10 improved overall energy efficiency by 40 percent, which is a 50 percent improvement over the conventional gasoline internal combustion engine.

Hopefully, according to GM, the fuel-cell technology in their S-10 will play a key role in the transition to a hydrogen-based automotive economy. GM envisions

Hydrogen-powered vehicles are extremely "planet friendly"

consumers of the future being able to fuel their vehicles directly from the home or workplace. Researchers today are concurrently developing methods whereby hydrogen fuel can be manufactured in the home and workplace.

From an environmental standpoint, hydrogen-powered vehicles are extremely "planet-friendly" because vehicle emissions are nearly eliminated, except for very small traces of carbon monoxide and hydrocarbons.

During the coming years, GM engineers will be putting their hydrogen-powered S-10 through continued vigorous testing to determine the technology's limiting factors, such as range, efficiency, emissions and hydrogen-from-gasoline power characteristics. The engineers will also be searching for solutions regarding affordable consumer costs, plus hydrogen storage and supply issues.

GM, and several other vehicle manufacturers, have made great progress on the fundamentals of hydrogen-powered vehicles. Scientists, engineers, and industry leaders are confident that, within 10-15 years, consumers will be able to own affordable, efficient, home-fueled and environmentally safe hydrogen-powered vehicles.

BEFORE

AND AFTER

1998 Honda Coupe



Not in too Good of Shape...



Now Returned to Pre-Accident Condition, and in the Very Best Condition, 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.



Operations Manager Shawn Poirer Performs a Final Inspection.

Q&A

Common questions asked by customers of Sturken Auto Body

AND NOW YOU KNOW

I'm not comfortable with my insurance company... Can you recommend one?

"The best way to find an insurance company you like is to ask around," says Steve. "You can talk with friends and family, especially anyone who has had a recent accident, and check with Consumer Reports and even the Insurance Commissioner's Office, which has a bureau of consumer affairs."



Owner Steve Sturken

Since you're painting my entire car, think it's possible to repaint it a different color? I never liked the original color.

"I get asked this question all the time," says Steve. "I don't recommend changing colors. That's because you'll always have spots somewhere within the vehicle where the old color shows, plus it might not match well with your interior, either. This 'de-values' your car. No sense in Mickey Mouse-ing things... If you want another color, it's best to get a new car."

My SUV was vandalized and my insurance agent referred me to your shop. Will you also be installing my new stereo system, plus doing all the electrical work, too?

"What we do here, we do well, but it's always best to have specialists do any specialized work on your vehicle," says Steve. "Lots of shops send vehicles here for body work because we specialize in that. The specialist is always preferred, and that's why we would take your vehicle to a specialist for anything that we aren't experts at. We only use sublet shops that are top-quality because we have a 43-year reputation to uphold."



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



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Consider it done.™

Sturken Auto Body Is CertifiedFirst Approved

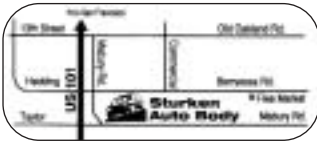
Thousands of motorists are involved in auto accidents everyday but, when it happens to you, the question becomes "Where's the best place to get my vehicle properly repaired as quickly as possible?"

The CertifiedFirst Network is a way to identify repair shops with a reputation for taking good care of their customers. This network of dealerships and independently owned auto body shops meets high standards of customer satisfaction and offers impressive levels of quality, courtesy and professionalism. Sturken Auto Body is pleased to announce their membership.



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"Sturken is one of several auto body shops that distinguishes itself from the others because it is the right path, and the only one that you will never get lost." M. H. M. K.

Celebrating 43 Years of Quality Craftsmanship

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tomers. Larry Hopkins Honda feels that Sturken "knows exactly how to treat customers... by building lifetime relationships with customers, attending to every customer's needs and desires, and performing only highest-quality auto body work."

St. Claire Cadillac has chosen to refer customers to Sturken because of Sturken's "incredible reputation for its hassle-free repair process, exemplary customer service, great turnaround-time, reasonable rates, and top-quality repairs."

Stevens Creek Mitsubishi refers customers to Sturken because of the body shop's "best workmanship in the industry by far." Stevens Creek Mitsubishi also believes that Sturken's "turn-around-time is excellent," and notes that it's "never had a Sturken-repaired vehicle returned because of inferior work."

Stevens Creek Acura refers customers to Sturken because of "the body shop's reputation throughout the Bay Area for quality work, integrity, handling jobs large and small, attention

to detail, and good customer service." Stevens Creek Acura is comfortable in knowing Sturken fully understands that the dealership's own reputation is on the line whenever the dealership refers customers to a specialty shop.

Billings Chevrolet refers customers to Sturken because of the body shop's reputation for "pride in a job well done" and "straight-talking, no-nonsense, honest customer service." Billings Chevrolet feels that their business relationship with Sturken is a "matter of honor." They like the fact that, "at Sturken, if someone says something will happen, it will happen."

In closing, Steve adds, "Everyone, from those referred by dealerships, to those who simply walk in off the street, seeks out quality, integrity, comfort, and service when it comes to doing business with an auto body shop. That's why we've hired top-quality technicians, estimators and office staff, equipped our shop with state-of-the-art equipment, and stand behind our work with our 43-year

EMPLOYEE SPOTLIGHT



Al Becerra
Senior Technician

AL, always ready with a kind word, says his favorite aspect of his job is working with the people at Sturken. "I enjoy the atmosphere here because this is a great place to work," says Al, who's been with the shop for seven years. (He has 14 years total experience in the auto-body profession.)

"This job never gets boring. I do pretty much everything, as do a lot of the guys here. I'm surrounded by technicians with a tremendous amount of experience, knowledge and know-how."

Al adds that he gains immense pleasure when he views the finished product. "After we assemble a car that's undergone accident-repairs, it feels fantastic to see the look on the customer's face when he or she comes in to pick up their car. That makes this job truly worth all the hard work."

In his time off, Al coaches Little League baseball, and rides dirt-bikes with his family.

CUSTOMER SPOTLIGHT



Angela Nichols

ANGELA had the misfortune of falling asleep at the wheel and crashing into someone, but she luckily had the fortune of bringing her car to Sturken Auto Body for repairs. That's because Angela had been to the shop three other times and she already knew that all her troubles would be completely handled by Sturken's estimators, office staff and technicians.

"I totaled the other car and created \$4,000 worth of damage to my 2002 Volkswagen Jetta, but luckily no one was hurt," says Angela of her most-recent accident. "Down at Sturken, they know me by my first name."

Interacting with the shop now for the fourth time, Angela is the perfect person to ask when it comes to rating the shop. "I can tell you, from experience, that their work is excellent. The people there are knowledgeable and they know how to give great customer service. I recommend Sturken to co-workers all the time."

Call Sturken Auto Body: (408) 295-7195



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

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