

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 ULTIMATE IN “WE CARE” CUSTOMER SERVICE...

Two Like-Minded Businesses Adhere to Excellence Only!

Larry Hopkins Honda Now Sending Customers to Sturken Auto Body

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turken Auto Body is downright honored, no, outright elated, to announce that Larry Hopkins Honda, in Sunnyvale, is sending its customers in need of collision repairs and auto body work to Sturken Auto Body. When such a giant in the auto market as Larry Hopkins Honda has chosen them to take soothing care of the dealership’s 30,000 active customers, the staff at Sturken can’t help but be proud. They’re also thrilled that their 42 years in the business of providing quality auto-body workmanship and exemplary customer service are being recognized and rewarded.

“Larry Hopkins Honda is identical to us when it comes to being experts at customer service,” says Shawn Poirier, operations manager for Sturken Auto Body. “Our businesses have a tremendous amount of repeat customers, and that’s because we know how to please each and every customer to the point that our customers never hesitate, even for a second, when it comes to



Providing Good Customer Service Is Easy If You Love What You Do.

doing business with us again.”

Larry Hopkins Honda is one of the oldest Honda dealers in the nation and offers a complete line of economy cars, sports cars, family vans, sports utility vehicles, and certified pre-owned automobiles. (Be sure to visit the dealership and check out the entire

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SHOP TALK

THE NEWS YOU SHOULD KNOW



October's National Car Care Month

(Every Month is National Car Care Month at Sturken Auto Body!)

Sturken Auto Body is proud to be taking part in National Car Care Month. Each October, the Car Care Council (CCC) publicizes the benefits of maintaining automobiles, improving car safety, reducing exhaust emissions, lowering operating costs and increasing the value of each car. The CCC is a non-profit auto maintenance advocacy group.

Steve Sturken says National Car Care Month is a great opportunity to get your vehicle repaired if you've been putting off collision repairs for a while... especially true if you have "rust issues." If your damage includes a rust scenario, where that rust can get much worse during foul weather, you should get repairs performed right away by Sturken Auto Body.

Steve adds, "We're the ideal collision-repair shop, not just in October but every month, because of our ASE- and ICAR-certified technicians (the highest-skilled professionals in the industry), our professionally trained service writers/estimators, our strong Customer Service program, and our use of best-quality Original Equipment Manufacturer (OEM) replacement parts."



Are You a Mercury Insurance Policyholder?

It's a Win-Win Situation with Sturken Auto Body's Collision Repairs

Mercury Insurance Group has given Sturken Auto Body a golden opportunity to serve their policyholders. That's because of Mercury Insurance Group's "Customer Authorized Repair Service" (CARS) program, which makes life easier for you should you have an accident. Sturken has been chosen for this program as one of the select shops that Mercury Insurance Group has thoroughly screened and "pre-approved" for your repairs. Getting your vehicle repaired after an accident is as simple as 1-2-3.

1) Call your local independent Mercury agent, broker or the 24-hour Claim Hotline from the accident scene.

2) Your agent pinpoints your local CARS-approved repair shops and contacts your choice (hopefully you'll choose Sturken). A tow truck is dispatched to the accident scene. Your vehicle is transported to the shop, where repairs are initiated. (All work is guaranteed by Mercury Insurance Group and you're also covered by Sturken Auto Body's Lifetime Guarantee.)

3) Your vehicle is repaired and back on the road as quickly as possible.

Contact your independent Mercury Insurance Group agent, broker or www.mercuryinsurance.com.

INDUSTRY INSIGHT

Honda Fuel-Cell Vehicle First to Receive Certification

The Honda FCX has become the first fuel-cell vehicle in the world to receive government certification, paving the way for the commercial use of fuel-cell vehicles.

Both the U.S. Environmental Agency (EPA) and the California Air Resources Board (CARB) have certified the hydrogen-powered Honda FCX as meeting all applicable standards. The FCX will also meet applicable U.S. safety and occupant-protection standards.

Though the company currently has no plans for mass-market sales of fuel-cell vehicles, it will start a lease program for a limited number of FCX's in the U.S. and Japan by the end of the year. During the first two-to-three year period, Honda will lease about 30 fuel-cell vehicles in California and the Tokyo metropolitan area, two locations with access to a hydrogen fuel supply infrastructure.

Review of California RED LIGHT Cameras Confirms Effectiveness

The California Board of Audits (CBA) has completed its review of red light camera programs in California, and has found that the programs are an effective means in reducing "red-light-runner" crashes.

Statewide collision data indicates a 10 percent drop in accidents caused by motorists running red lights in areas with red-light cameras compared to no change in the number of accidents in other areas. The CBA review also notes that red-light-runner crashes have increased 14 percent in San Diego since that city's camera program was suspended last year.

Red-light running has become a reckless and preventable traffic safety menace that plagues just about every light-controlled intersection in the U.S. At an alarming rate, the incidence of intersection fatalities has skyrocketed in recent years. But according to advocates for increased red-light camera programs, the cameras provide a solution that works.

BEFORE

AND AFTER

1995 Honda Civic



Silicon Valley "Victim..."



Gets Immediate Attention...



Now Pristine Again - Ready for Action!

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

AND NOW YOU KNOW

Common questions asked by customers of Sturken Auto Body

Should I turn in a claim to my insurance company even though I merely scratched my car?

"If your damage is slight, you might be better off paying for it out of your own pocket," says Steve. "Now, if another vehicle is involved, yes, you should contact your agent. If you're thinking about paying for the repair 'out-of-pocket', come on in and we'll appraise the damage. That way you'll be able to make an informed decision."

I'm looking for a new car, something sporty. Will I pay more insurance for a red car? I've heard cops look for them (speeding!), so I figure insurance might cost more...

"Insurance companies don't determine add-on rates due to the color of cars... only on extra features and amenities, such as after-market performance parts," says Steve. "So, feel free to choose the car color of your choice."

I've got a performance-handling kit installed in my Honda. Can your shop do all my collision-repair work, like alignment and everything else that's needed?

"Because of our well-trained certified technicians and our modern equipment, we can perform all aspects of your repair," says Steve. "However, if any portion of your repair needs highly specialized work, we subcontract that segment to the appropriate specialists, and assure that our shop's high standards are met and that your vehicle gets the best repair possible."



Owner Steve Sturken



42 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

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

Sat. 8 am -12 pm



Consider it done.™

Sturken Auto Body Is CertifiedFirst Approved

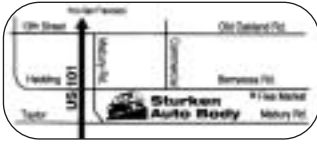
Thousands of motorists are involved in auto accidents everyday but, when it happens to you, the question becomes "Where's the best place to get my vehicle properly repaired as quickly as possible?"

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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You can't do anything about the length of your life, but you can do something about its width and depth. — Oscar Esar

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line of 2003 Hondas already in stock, plus the redesigned Honda Accord.)

“Obviously, Larry Hopkins Honda feels that Sturken is on par with them regarding customer service or they wouldn’t be sending their customers to us,” adds Shawn. “That makes sense to me... Larry Hopkins Honda is a major player in the auto market, and Sturken Auto Body is a major player in the collision-repair market. So, it’s just natural that we work together well.”

A Word From Larry Hopkins Honda General Manager, Michael Mah

“Sturken Auto Body is an old outfit and has been here a very long time, just like us, and we’ve both become extremely good at doing what we do and taking care of our customers,” says Michael, who’s worked at the dealership almost 30 years. “Since we opened in 1947, and Sturken opened in 1961, our businesses have remained focused on providing an excellent product and excellent customer service.”

Michael continues: “Larry Hopkins Honda only does business with companies that know the meaning of customer word-of-mouth referrals. We refuse to have anything to do with any business that just wants to make money off a customer and then leave the customer stranded. We prefer associations with businesses that, like Larry Hopkins Honda, wish to build lifetime relationships with their customers and attend to the needs and desires of those customers.

“The staff at Larry Hopkins Honda who work with Sturken on a regular basis tell me that they really enjoy working with the shop, and they perform the highest-quality auto body work. The affiliation between the two companies is a good fit. We look forward to working with Sturken Auto Body for many years to come.”

Larry Hopkins Honda is located at 1048 W. El Camino Real, Sunnyvale. Phone: 408-720-1999. Web site: www.larryhopkinshonda.com

EMPLOYEE SPOTLIGHT



Nelson Magana
Senior Technician

Nelson is a “Big Chief” when it comes to collision-repair experience. That’s because he’s been in the profession a whopping 27 years and holds a truckload of specialist certifications. And instead of being cocky and arrogant about his incredible level of expertise, Nelson is a very humble man who cherishes every workday with the crew that surrounds him.

“My favorite thing about working at Sturken Auto Body is the challenge of repairing a vehicle that’s been in an accident and making it the same as it was before the accident,” says Nelson. “I couldn’t work at a better shop. The leadership, understanding, and emotional aspects of this job really make it fun working as part of the team here. The guys working here are Super Guys!”

When asked what his hobbies are, get this, Nelson actually says his job is his hobby: “I love my job. I enjoy what I do... and I love to make customers happy. The absolute truth!”

CUSTOMER SPOTLIGHT



Doris Adams
Office Manager

Doris, the office manager at D&H Manufacturing Company, just wanted to find a parking spot at a local store when someone backed out abruptly and smashed right into her. So much for the driver-side front fender and bumper on her beautifully maintained ’98 Buick Regal, which she admits to “babying.”

“It was very important that I find the perfect shop and a friend referred Sturken Auto Body,” says Doris. “I’m really glad that Sturken took care of the repairs for me. And I mean took care of me, from beginning to end. The customer service at Sturken was delightful... and the shop staff got the repairs finished exactly when they said they would finish. In fact, everyone working there was friendly and courteous from the time I walked in the front door until the time I picked up my car.”

Without hesitation, Doris says she recommends Sturken to anyone searching for, in her words, “a great body shop.”

Call Sturken Auto Body: (408) 295-7195



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