

BORADORI

AUTOMOTIVE

SINCE 1948

"Keeping up with Technology for another 50 Years"

You're like Family to us!

Fall 2007

We like to think of our customers as FAMILY. So I thought, I'd update you on some family news.

Sharon and I (Jack) were recently blessed with our newest grandbaby, Samantha, who is our fourth. Our son and daughter-in-law now have two beautiful girls. Our daughter and son-in-law have two energetic boys. Both of our kids live fairly close by. One in Paradise and the other is in the Sacramento area, how lucky can we get! Like the old saying, **If I knew grandkids would be this much fun, I would have had them first!**

My, how time flies when you are having fun. In

1976 we bought Boradori Automotive, four months later our son Jeff was born. That was 31 years ago. Talk about stress... new business, new town, new baby and a new house. What were we thinking, but we sure are glad we did it!

Now we are empty nesters with our golden retriever, Rosie, our tuxedo cat Bobbi and sometimes our border collie, "grand-puppy", Sophie. Some of you have seen Rosie. She comes to the shop occasionally and loves to go for rides in the shuttle when we pick up or de-

liver customers. Like most goldens, she loves attention and just loves people.

On another note, some of you may know that Sharon sings barbershop harmony with the **Sounds of the**

Valley Sweet Adaline Chorus and with a quartet named

Sparklin' Harmony.. They are preparing for their yearly fund raising concert to be held on **Oct. 20th**. So, if you are looking for a fun evening of entertainment, give us a call, we can get you some tickets.



Approved Auto Repair



"Free local Shuttle Service"



1957



2007

We have lost one of our Managers

Bill Zimmerman, one of our service managers has left us. He had been a great service manager over the years. During the summer, Bill decided to follow his dream to become a California Highway Patrolman.

We really liked Bill because he was good at what he did, was kind with and to our customers. He was very dedicated and always gave 100%, like I'm sure he'll do in his new endeavor. We all wish him luck in his new

profession.

Simon, Jack, Sharon and our crew of professional technicians, are here to serve you with the quality of work and treatment you are used to!

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Consumer Reports says “Keep that Car”

August 31, 2007

New York (CNNMoney.com) -- By keeping your car for 15 years, or 225,000 miles of driving, you could save well over \$31,000, according to consumer reports magazine. That's compared to the cost of buying an identical model every five years, which is roughly the rate most car owners trade in their vehicles.

In its annual national auto survey, the magazine found 6,769 readers who had logged more than 200,000 miles on their cars. Their cars included a 1990 Lexus LS400 with 332,000 miles and a 1994 Ford Ranger pick-up that had gone 488,000 miles.

Calculating the costs involved in buying a new Honda Civic EX every five years for 15 years – including

depreciation, taxes, fees and insurance – the magazine estimated it would cost \$30,500 more than it would cost to simply maintain one car for the same period of time.

Adding to that, the magazine figured another \$10,300 in interest that could have been earned on that money, assuming a 5% interest rate and 3% inflation rate, over that same time. More expensive models had similar or even higher savings.

The magazine found most all the 200,000 mile plus owners did several steps to help their cars make it past the milestone.

- Follow all maintenance recommendations in the owner's manual and make needed repairs **promptly**. Use the factory mile recommendations as maximum limits, not just; I

will get to it soon.

- Use only the recommended fluids and high quality parts.
- Check under the hood regularly and if you do not know what to look at, buy a service manual. If you are not into that, then it is best to use a reputable repair shop you can trust. Having the same people know your car can be a big advantage. Learn to listen for odd noises or smells and have them checked on **promptly**.
- Keep your car clean inside and out, not only will this help the car's appearance it will make you feel better about what you drive. If you feel better about how your car looks you are more likely to take better care of it mechanically.

“Do you really NEED it or Do you just WANT it ?”

...That was one of my dad's favorite lines. He wanted me to stop and THINK. When your young, thinking before you do something is hard to do.

We do tend to listen to those advertising people, without really thinking, don't we! They can make things sound like we have to have them, don't they! A good salesman can sell most anything....Remember the **Pet Rocks**, they sold millions of them. Whatever they are selling, the goal is to make us (you and me) think that we just have to have IT. The manufacturers pay a lot of money for advertising. They expect results.

...And so it goes with cars and trucks, we all need transportation.

They are **so pretty** and smell **so good** when they are new. You can't beat that feeling when you drive a brand new car off the lot. **But**, do you really **need** that new car? The main point to remember is to, **“Take the emotion out of your decision”**. In most cases you really do need a dependable car, but you also need to know what the **real** cost is.

You need to add up the **real total** cost numbers, don't just look at the monthly payments. Remember, insurance is more, registration is more and don't forget the depreciation. You lose a lot in depreciation. Think about what Consumer Reports had to

say. \$30,000 is a lot of money, even more when most of it is a “feel good” expense, just because you **want** it.

We have customers that make the decision to fix their old car or buy a new one every week. We always ask them, even if your repair is two or three thousand dollars, in most cases, can you find a better used car for that much?

I'm a car guy. I love old cars, new cars, I love most all cars! But, when I do buy anything big I always ask myself, do I really need this or do I just want it? Dang....I hate it when my dad is right.



Maintenance is the Key!

Vehicles are traveling so much farther these days. With computer controls and electronics to keep these cars running, the only thing that is needed is the recommended services. If you keep your car serviced, the likelihood that something will break is far less in this day and age. This means getting your oil changed at regular intervals (we recommend every 4,000 miles) and have factory recommended services done regularly as well, your vehicle

will serve you for a very long time.

Remember, that we do a multi point general inspection at the same time we are doing your oil change service. This will make sure all the other things on your car are still in good shape. For example, we can check your cooling system. The cooling system hoses aren't a part of factory recommended services and a lot of damage can be done if one fails. Be sure to

have them checked periodically, because everyone knows how time can get away from you.

If you recommend us to any of your friends or acquaintances, have them bring this newsletter in, (**which has your name on it**) and we will mail **you** a certificate for a complimentary Lube, oil, filter as our way of saying "Thank You!". You can use the certificate for any car or give it to a relative or friend.

DUI Interlock Systems installed Here

We'd like to announce that we are now the Authorized Consumer Safety Technology (CST) **Intoxalock** Service/Installer Center, for DUI offenders. At this time, there are no other companies servicing or installing any of the approved ignition interlock systems in Butte County.

The State of California has very strict guidelines before they certify units that can be used in the state. Some of these requirements are a "breathalyzer" unit that will test a driver's breath for alcohol before allowing the car to start. The new electronics in these units are extremely accurate. A second random "rolling retest" must also be done to help insure that the person driving is the one doing the testing. The device must also have a recorder that can monitor usage, plus any sort of tampering. Every 60 days the vehicle must be taken to an Authorized Service Center (that's us) so the unit can be calibrated and the information on the recorder sent to the State of Cali-

fornia. A driver needs to lease a unit for the court mandated length of time.

Since there hasn't been any type of interlock service in our area before, we understand the local courts may be slow to embrace this technology. There are always many pros and cons on this type of issue but in my mind the most telling are the stats on driving with a suspended license. MADD stats show 50-75% of the people with suspended licenses take the chance of driving anyway. After talking with local DUI attorneys, most would bet it is closer to 90%. This of course isn't good for the public, or the offending driver, if they are caught driving again, even if they haven't been drinking.

Most people need their vehicle to get to work and earn a living. Besides the need for independent transportation, there is also the feeling of freedom one has with their own wheels. With one of these units installed a



driver with a suspended license can apply for a restricted license.

These systems are not perfect but the new technology is just about foolproof. The rate of accidents among repeat offenders drops dramatically for those who have been using the **Intoxalock**. For as little as \$65 a month the rest of us could feel much safer.

Of all the complaints most judges seem to have, the biggest one is "There was not a local provider or installer". Truth is there was no local provider because there was not enough business to be worth being one. Since our business is thriving doing what we have done for over 50 years, this service is just an addition for us. If we break even on it I will be happy. I truly feel this is a needed community service and someone needed to pick up the ball and run with it. I would rather not lose money but I really don't want to hear about another drunk driver on a suspended license killing someone.

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“Return Service Requested”

“Keeping up with Technology for another 50 Years”

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“FREE LOCAL SHUTTLE

We can do a lot more
than most!

We have come a long way in 58 years

Our goal is to be your complete one stop service center. We've always been a full service repair shop but a lot of people just don't think of us for **NORMAL** service repairs such as...

- * FRONT END ALIGNMENTS
- * BRAKES AND TIRES
- * 30K—60K—90K SERVICES
- * TRANSMISSION REPAIRS
- * MAJOR ENGINE REPAIRS
- * SMOG/ EMISSIONS TESTING
- * LUBE, OIL & FILTER SERV.
- * AIR CONDITIONING SERV.
- * COMPUTER DIAGNOSTICS
- * TIMING BELTS

**We can do all of the above
and **MORE!!****

***How about 90 days same as cash (OAC) for the unexpected? That can sure help get you back on your feet.**

***How about local shuttle service to work or home and back again if need be? No more waiting around or finding a ride.**

***How about being treated like family because we treat you right? It's the only way we know how to do business.**

***How about quality service because we use 4 different outside sources in order**

keep up with the latest service updates and factory technical bulletins?

***How many other independent shops in town have the knowledge and equipment to recalibrate the computer in your car or truck? NONE, because we are the only independent shop in Butte county that can handle that job.**

***There are many reasons why we have been in business for over 58 years. No other automotive service center even comes close.**