

BORADORI

AUTOMOTIVE SINCE 1948

"Keeping up with Technology for another 50 Years"

JD Power Quality Report

Summer '08

JD Power released their most recent automotive repair customer satisfaction survey scores. They compared independent repair shops with dealership service departments nationwide. They asked customers about both maintenance work and non-scheduled repair work. On average the independent shops scored 20 points higher than the dealerships.

Not much of a surprise because the independent shops have been well ahead of dealerships in satisfaction surveys for over 75 years. We hear the following comments all the time... "We like the personal care", "My car is always done on time" and "They are less expensive and still do a great job"! All great reasons people keep coming to our independent shop instead of the dealership.

One very surprising stat that showed up on GM's numbers that pertained to maintenance service had to do with their new service push with the "On Star" monitoring system which also reminds customers when to come in. GM did gain some additional repeat business but

not near as much as they had hoped for. "Personal service" was by far the most common reason for customers taking their cars to independent repair shops. Well over 50% of customers complaints with dealership service was because of "lack of personal contact". The two most common comments were, "I always felt like they did not really care" or "It seemed like no one would really listen when I tried to explain my problem"!

The surveys also showed independents need to do a better job of informing potential customers that they have the knowledge to work on the modern sophisticated new generation cars. A majority of people having their cars serviced at dealerships were "afraid" to go to an independent shop because they assumed most independents just were not qualified when it came to their "complex" automobile.



"Free local Shuttle Service"



1957



2008

Factory Recommended Service — Not Always Best!

We have been complaining for years about the manufacturers "Extended Life" coolants. Our technicians have seen first hand the problems that can occur after 4 or 5 years with the same coolant. Yet several manufacturers still say 5 years and 150,000 miles is normal for coolant system service.

It is just amazing how

much heat can be generated under the hood of a car. The coolant temps can get up to 220 to 325 degrees under the hood during the summer months and that isn't abnormal. The new design plastic/aluminum radiators do a fantastic job of keeping our engines in operating range. So, keeping this system in tip top shape is critical.

GM's recommended 5 yr or 150K mile claim for coolant system service cost them a pretty penny. Just this last month, GM settled a class action law suit for damages to engines when consumers followed their recommendations on cooling system services.

It seems that many manufacturers want to

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Tidbits of Automotive Information that could be Helpful

Tow truck associations report "out of gas" service calls have increased by 40% over the first quarter this year over last year. People are running their tanks lower and not filling up, obviously, because of gas prices. What most people do not realize is that running your fuel tank low, consistently, can also damage the electric fuel pump that is inside the tank. This pump uses the fuel to cool itself, so running low will cause the pump to run hotter, which is not good for the life of the pump. These pumps are not cheap, plus the tank has to come off to get to them. Once in a while is not going to hurt anything but do it a lot and it will cost you more than the inconvenience of waiting for a tow truck.

Please do not fall for or waste your hard earned money for any of the gimmicks to improve fuel mileage. "Pills" you add to the tank, "magnets" that align the fuel molecules, super duper air filters, all have been proven worthless by several government agencies, namely consumer reports and AAA to name a couple. The auto manufacturers spend millions to re-tool and re-engineer to make the car weigh less just to make a model get .01 MPG

better. Don't you think they would be using any of these devices if they really worked? Every time there is a jump in gas prices, it seems that these scams come out of the wood-work. One consumer group once added up all the claims in one magazine and figured their 2003 Yukon will get 42.5 MPG after installing all 6 devices.....ya right!

By the way...higher octane fuel will not help your fuel economy either. The majority of cars on the road are designed to run on regular 87 octane fuel. Some modified or high performance cars require more octane but normally you are just wasting your money using it unless you modify a production engine to use the higher octane.

Turning you're A/C off will help, especially on a smaller 4 cylinder car. In Chico, No, I don't think so!! The A/C systems designed in the last 15 years are very efficient but still could drop your economy by 1 to 2.5 MPG. BUT... driving on the highway with your windows down will usually hurt your fuel economy worse than running the A/C because of the extra wind resistance. Now if you could drive with the windows

up and the A/C off on a 100 degree day, **you are tough** and you would be getting better fuel economy than me.

One small point never mentioned by the pro Ethanol people is a car running on E85 Ethanol will get 15-20% less fuel economy. Beside that the effect using any kind of potential food to make fuel could have a negative effect on world food supplies. Bottom line is no fuel source is without negatives.

I wish I could come up with some solid suggestions to get better fuel economy but there just is no magic bullet. Keep the car you now have in tip top shape, run it as long as possible, new engineering breakthroughs will be coming. It may take a while longer but they will come.



Home Computer Repairs vs Automotive Repairs

The other day one of our customers was talking about having to pay \$150.00 to get her computer up and going again because it had a virus in it. Her main complaint was that it was only a little over a year old and it cost \$500 new and the repair was \$150.....well that's 30% of the cost of a new unit. Plus it took them 2 weeks to get it back to her.

I was just thinking.....if a new car

costs on an average is about \$20,000 and a repair was 30% of the cost, that would be \$6,000. Boy oh boy, I'm glad I'm not the one that would have to tell a customer they need \$6,000 in repairs to fix their year old car. Then keep the car for 2 weeks to get it done! They would dip me in honey and stake me out on a ant hill.

I know of computer repair shops that get repairs done faster, but the point is that when you think about the cost of repairs verses the value of the item, automotive repairs and service are a good deal. I'm not saying automotive service is cheap but when you consider the complexity, turn around time, and miles between services, we sure beat the computer industry.



Think Twice Before Buying an Extended Warranty

From Consumer Reports National Research Center

Consumer Reports has given the following advice for a very long time, that extended warranties are a poor deal for almost every product. Just about the only thing extended warranties sell is costly “peace of mind” for nightmares that probably won’t occur. This is according to a survey conducted by the consumer reports of more than 8,000 readers. This of course rings true for most new and used cars purchased at the dealership.

SURVEY ALSO FOUND:

*Sixty five percent of those surveyed said their extended warranty cost them on average about \$1,000, while providing an average benefit of only \$700. The biggest reason is that the manufacturer’s warranty sufficed and the extended warranties were not used.

*One in five of those surveyed said in general that the extended warranty was a better

deal for troublesome cars. Owners of Pontiacs and Jeeps said that they broke even because on average they had covered repairs that equaled the warranty cost.

*Thirty eight percent of buyers said they were highly satisfied with their purchase, which puts extended warranties near the bottom of dozens of services rated by Consumer Affairs, including home, auto and health insurance.

*Twelve percent of buyers reported having trouble getting repairs when they used their extended warranty because of contract terms that excluded coverage for the needed repair or parts or because of disputes with the claims administrator.

*The analysis showed that the need for serious repairs is uncommon, mainly because automobiles today are more reliable than ever and chances are that what’s cov-

ered won’t fail.

DOWNSIDE OF EXTENDED WARRANTIES:

*Consumers think of extended warranty as insurance. Not so but more like prepaid repair contracts.

*They offer high sales commissions, since service contract pricing is not regulated.

*Consumers worst fears did not materialize.

*Tricky coverage terms, since the core coverage doesn’t kick in until after original factory warranty is up.

*Lots of fine print. They usually don’t say much about numerous exclusions and limitations.

*Bankruptcy risk. Last year an Ohio-based auto warranty company went bust and left more than 137,000 customers holding the bag on an estimated \$45 million in claims.

For more info, visit Consumer Reports Web site at www.consumerreports.org.

\ \ Factory Recommended Services //

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push the services out as far as possible. In some cases the schedules seem to be designed more to enhance status of the vehicle instead of the longevity.

The 100K miles recommendation on spark plugs, is based on *perfect conditions*. Which means much more highway driving then around town or short drives.

Recommend changing the Timing Belt at 105K is now the norm.

However, I have seen even factory numbers show that about 5% fail before 105K.

Most manufacturers don’t have a recommendation for when to change the fuel filter. That’s nice, so filters never get dirty.

Servicing or changing transmission fluid is another area that manufacturers have extended beyond the norm or have no recommendation at all.

Could the manufacturers be a lit-

tle biased? Why would they want your car to last forever? Then they couldn’t sell you a new car.

Without a doubt car and trucks are made far better and need a lot less service than in the past. BUT....less service doesn't mean NO service. Far too many times we find people that think they only need the oil changed and nothing else done before 100,00 miles. Sorry, the cars are just not THAT good yet.

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“Return Service Requested”

“Keeping up with Technology for another 50 Years”

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“FREE LOCAL SHUTTLE ”

Did You Know?

Did you know: Boradori Automotive is the only independent repair shop in Chico that is capable of Re-flashing or reprogramming automotive computers with the latest factory programs!

Since 1996 manufacturers have come out with new program updates for their computers for many reasons. Some you would not care about and others that could make a difference in performance and fuel economy. Every year and model is different. Sometimes we spend hours on the factory website to find a problem that could be corrected by updating the on board computer.

Our tag line, “Keeping up with Technology for Another 50 Years”, means something to us. Just because this service is only needed in about 1 out of 10 cars, it is still a service we need to be able to perform.

Many other independent shops now bring us cars that need to be Re-flashed instead of sending the customer to the dealer. The tools and training needed to do this service are expensive, but we knew it was something we had to invest in to stay in front of the curve.

Did you know: Boradori Automotive is the only repair shop in Butte County that can certify your speedometer for accuracy!

We usually do this procedure after someone gets a speeding ticket and feels they were not speeding. Sometimes we find the speedometer is off because of oversize tires or the transmission was replaced and the gear that drives the speedometer cable or sensor is different, causing a speedometer error.

Other times we find the speedometer is correct and the customer can use this information to fight the ticket.

There are also times a speedometer, odometer or the complete digital dash will stop working. We can fix those also...no other independent shop in town qualifies.

Did you know: Boradori Automotive has been the “Go To” place in town for electrical or running problems for over 50 years! Over and over again we get cars and trucks in that have been at other shops who can’t fix the problem. These can be head scratchers for us too, but we don’t give up, we look at them as a **challenge**, a challenge we don’t fail at.

