



## Boradori Automotive Owners Celebrate 30 Years

Now seems like the perfect opportunity to say "Thank you!" to all our Valued customers. We feel blessed to have such a loyal customer base.

It's hard to believe it has been 30 Years since we, (Jack & Sharon Skibo) took over the business from Al & Maureen Boradori. They showed us how hard work and dedication will get you past the hardest of times.

No one said it was going to be easy and they were right. Even with all the

hard work, long hours, smashed fingers, cut hands, baby crying in the office while doing bookkeeping and long evenings of technical update training, I can not imagine doing it any other way or doing anything else different.

Sharon and I have spent the last year remodeling the shop, inside and out. Paneling the office, dropping the ceiling and insulating the customer area. It has been a labor of love, even

our kids and crew have helped. The waiting room and service counter is now bright and roomy. New heating and air-conditioning keeps our staff and customers comfortable year round.

Sharon and I would like to invite our customers to come down for our "30 Year Celebration" and see our Grand Makeover on Saturday May 20th, 2006. We will be here from 10 AM to 4 PM.



"Free local Shuttle Service"



### \*\*\*\*\*Anniversary Celebration \*\*\*\*\*

### \*May 20th\* - Food - Prizes & More

**IN HONOR OF OUR ANNIVERSARY, WE ARE PROVIDING THE FOLLOWING:**

- Barbeque by Jedidiah's!
- Free Soda's
- Road Test with you

to verify any driving complaint

- Technical Automotive Advice
- Computer Scans for 1996 or newer cars or trucks
- Raffle/Door Prizes

**Mark your Calendar!**  
**COME ON OUT!**  
**Help us Celebrate!**

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## What the heck does the “Check Engine” Light mean?

Ah! That Check Engine Light! Would you believe it can mean over 600 different things? I know, it sounds ridiculous but it’s true. Hopefully a little knowledge learned here will help.

The first thing to remember is there is no need to panic! It doesn't mean the engine is overheating or low on oil. It is telling you there is a **problem** in the computer management system.

On 1996 and newer cars and trucks the “Check Engine” light could even mean the gas cap is loose, or it could mean an expensive sensor has failed. There is no way to know for sure until you test the system.

Even older cars all the way back to 1980 have some sort of computer controls and fault code system. These older systems are much tougher to test. They just do not give you all the information we need to pinpoint the problem quickly.

Here at Boradori Automotive we have found, on 1996 and newer vehicles, that by first doing a computer scan, **AT NO**

**CHARGE**, we can better communicate with our customer about what the next step should be. There can be several options, depending on what code or codes are causing the light to come on. Without knowing what the code is, it is just about impossible to give a reasonable estimate for the next stage of work that should be performed to cure the problem. With the code information we can then discuss the next step needed to find the problem and cure it as quickly as possible.

The second thing you need to understand is this computer system, and “Check Engine” light is mandated by the government. Its main purpose is to monitor the engine emissions. The vehicle will NOT pass an Emissions/Smog test if the “Check Engine” light is on or a fault code is set. At times it seems it does its job too well. Sometimes the light will be set for the most frivolous of things. This can make the problem hard to duplicate, which is very frustrating for everyone involved.

Other times we are struck with a **suspicion** that a common part failed for the common code that set. It could even be a **known pattern failure** (meaning the industry knows this is a common problem). Since that part may be working perfectly fine while we are testing it, we can not be sure it is **the problem in this case**. I wish we could be like doctors and say “lets try this and if it doesn't help we will try something else”. Our customers want to know for sure what the problem is, and that’s also what we want to be able to tell them.

Communication! Communication and more communication! Over the years we have found this to be our best tool. Keep the customer informed so they know what is going on. We live to explain all this. It can be challenging and fun.

It’s like being a detective. We promise we will do our best not to overload you with technical jargon. If we do, a quick, “Speak English please!”, will get our attention.

## Advantage of having all your Vehicle Service done here

Like your family doctor, its always best to know your patient, have all their history and most of all, understand how they live.

Every customer’s, car or truck is different. So, that is why it is important to maintain a history on each of our regular cus-

tomer’s vehicles. Based on this history, we can better determine each vehicles individual needs. If we know how a vehicle is used it helps us to advise our customer on necessary services. Also, if we know our customers expectations it can help us save time

explaining the consequences of doing or not doing a particular service.

On top of all that we always try to give our valued customers priority when ever possible. The better we know our customers the easier it is to communicate in the future.

## Where has 30 Years gone?

When Sharon and I took over the business in 1976, gas was 45 cents a gallon, you could buy a very nice house for \$35,000, and yes, even then everyone thought houses and gas were way too expensive.

In 1976 we had a 5 year old daughter and a newborn son. We paid for the doctor and hospital out of pocket because we had no insurance. People did that back then. It took us a couple years to pay off the hospital and they

never once tried to reposes the baby.

Thirty Years later our daughter has completed schooling and internship at Duke Medical Center in North Carolina and is now working as a surgical tech at Enloe. Also, she and her husband have given us two handsome grandsons.

Our son who was born in 1976 graduated from Chico State and is now a Landscape Designer in Sacramento. He

and his wife just gave us a granddaughter this March.

Yes, time seems like it has just flown by.

We look forward to spending a lot of time with them.



## Why can't Anyone Fix the Problem with my Car?

As a repair shop that is known for our ability to fix the unfixable, ours and your worst nightmare is the "intermittent" problem.

In a typical case the customer feels it happens all the time, i.e.. "I drive to Paradise and on the way back it does this @#\$\$, why won't it do it for you? It did the same thing last week". I wish I had a dime for every time we hear this. I would be a millionaire. In our need to pinpoint a problem with 100% accuracy, we need the problem to happen more than once or twice a day to diagnose it properly. Even with all the expensive test equipment we have and the vast diagnostic data at our disposal, we still run into those cases where things just don't add up to anything definitive.

We may have to ask questions that seem irrelevant to you but could help us to pinpoint your problem. Does it happen within

the first couple minutes of starting in the morning? Or...Maybe only after trying to restart after it was shut off? Or...Maybe happens on just right turns or while stopping? Any information like this helps us solve the problem.

When we diagnose a problem our goal is to be able to call you back with **THE** answer to fix your problem. You do not want to hear "Maybe?", or "We have to replace this known bad part first before we are sure." You do not want to hear it anymore than we want to say it. Problem is, with the new electronic, computer controlled systems, it does happen sometimes.

Occasionally, we get a car in for a problem that just will not cooperate. We may have to keep it for several days. Drive it 30, 40, 50 miles and we still might not be able to duplicate the customer's complaint. This can be very frustrating for all of us. You can bet Murphy's law will

insure it will happen for the customer when he takes it within the first miles driven out of the shop. Go figure!

Over the 30 years I have been in business, I can't remember a case where the problem hasn't been solved. All we need is a car that cooperates and patience. We understand that you depend upon your "wheels," so it is not easy to give it up for any length of time. Sometimes that's what it takes to get the job done right.

Our goal is the same as yours! Fix it right, in the least amount of time! Plus spend the least amount of money. We did not keep the reputation we have by giving up on hard to fix cars. In fact, with the more complicated electronic, computer controls and power everything, we are busier than ever.

We know communication, honesty and fairness will keep us in business for another 50, or 58 years, at least.

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**891-4972**



“Return Service Requested”

*“Keeping up with Technology for another 50 Years”*

1. Learn what the “Check Engine” light really means.
2. What it takes to fix those hard to find problems.
3. It has been 30 Years in business and we are celebrating.

**“FREE LOCAL SHUTTLE**

## Boradori Automotive — “GOAL” — 58 More Years

Fifty-eight years is a very long time.

Al Boradori started this business and specialized in electrical, carburetion, tune-up and drivability problems simply because there was a need. I’m sure he never envisioned computer controls, multiplex wiring or electric hybrid cars.

All he knew was, that people in town had few choices when it came to automotive electrical or running problems. If a **normal** tune-up or routine service did not cure the problem, they were advised that maybe try Sacramento? Al made his shop into **THE GO TO** place for those tough problems that no one else seemed to be able to fix.

When Al retired in 1976, he sold the business to Jack and

Sharon Skibo. His desire was to have the sale go unnoticed if possible. It made good business sense and the Skibo’s agreed. It wasn’t easy, due to having a young family and so many unbelievable changes in the automotive industry since the late 1970’s, but they endured.

They had to purchase new equipment, take many hours of training classes as well as hours and hours of computer internet study to make sure they were up to date on everything. Jack’s view—“We need to keep these new technological marvels on the road.”

That’s why we established our slogan **“Keeping up with Technology for another 50 Years”**.

Our **New** goal is to be more than **THE GO TO** place in town for a problem. Our goal is to be your

complete one stop service center. We always have 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 the above and MORE!!**