



"Keeping up with Technology for another 60 Years"

FALL 2009 **NEWSLETTER** written by Jack Skibo—Owner

We are Now a Hybrid Dealer Alternative

For over 60 years, we have been the "go to" place for those electrical problems that seemed to be a challenge for others to fix.

For Instance.....

- In the 40's we fixed Magnetos on farm equipment
- In the 50's it was those new Four Barrel Carburetors and Power Windows
- In the 60's we were the first shop around that could repair Alternators
- In the 70's it was the new Emissions and Electronic Ignition Systems
- In the 80's came Computer Controls and Electronic Fuel Injection

Well, you get the idea. We do what it takes to keep up! That's why we developed our tag line, "Keeping Up with Technology for another 61 Years!"

Now, the on board computer runs just about everything. I bet most people don't know that when you push on the gas pedal there is no direct physical link to the engine, the pedal only moves a sensor that tells the computer how much you moved it. Then the computer tells an "electric" motor on the engine to move the throttle the right amount. Got that?

For the 2000's, come these new "Hybrid" cars and trucks. No problem! It's just another layer of computer controls, electric motors and a different type of battery. Sure we needed some more technical class time, more studying, plus a few more tools, but that's what we have been doing since day one. You are no longer tied to the dealer for your service if you have a Hybrid. Just like all makes still under factory warranty, you can have any vehicle serviced here and it will not affect your warranty.



"Free Local Shuttle Service"



1948



2009

New Face to Help you on the Counter

My son Jeff is now working on the front counter. I have asked him to come work here several times in the past but he was doing great running his own Landscape Design and Construction company in the Sacramento area. With the slow down in construction and both sets of grandparents pushing to get the grandkids closer, the offer became more inviting.

Running your own business for 33 years is difficult enough and getting away can be even more difficult. Now, with Jeff in place, Sharon and I may even be able to take some time off. Simon and Jeff are now in "lets get Jack out of here" mode, but until Jeff is totally up to speed I will be here most every day. I have full confidence that both Simon and Jeff can keep our customers vehicles serviced and ready to go in a timely manner, as always.

Welcome Jeff! We're so glad you have joined the crew!

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Communicating with Your Service Advisor

The unsung hero...the Service Writer/Advisor!!! We have found through the years that good technicians may not be the best person to deal with customers. Most don't belong at the front counter because they are too technical. Technicians tend to have a difficult time communicating effectively so the customer may understand. Maybe that's why they like dealing with mechanical objects. A good writer/advisor can communicate with technicians as well as the customer, and translate the technical language into something that a non-technical person can understand. Not as easy as it sounds.

The service advisor's job is far more than just talking to the customer. They have to know the right questions to ask to help the tech find the problem. The service advisor has to know where to get the right parts at the best price. In between, they research on internet technical sites looking for technical service bulletins, find factory updates or any other information that could help the tech pinpoint your problem. Your advisor may have to make several phone calls running down parts because not every make and model vehicle has interchangeable parts. They go through a lot so they can be sure to have the right part for your vehicle, at a decent price, to put together a fair estimate.

There are times it seems like the service advisor asks all kinds of questions. "Did it happen just in the morning?" "After a long drive?" "Was the noise worse on left turns or right turns?" "Did the noise sound like ???, or did it sound more like &&". All these questions and hundreds of others might be asked depending on your particular problem.

Having one service advisor per four techs 20 years ago, was the norm. "Here, look at this broken part", was about all you had to do. A "Tune-Up was a Tune-Up", now we have 30K, 60K and 90K services

and every make, model and year recommends different services done at the same miles. About 15 years ago, with the start of computer controls, one adviser per 3 techs became the norm. It took more time to explain what it was going to take to diagnosis the problem and took more time to find the right part. In the last 5 years, with the explosion of more & more electronics and computer controls, it now takes an advisor for every 1.5 to 2 techs. Sometimes it takes longer to explain the procedure to a customer and find the right parts than it does to repair the problem.

A service advisors job can be like juggling 10 balls in the air at one time. From the time they check a vehicle in, to the time it leaves, they go through a routine to keep all the balls in the air without dropping any of them. They answer the phones, check the customer in, talk with the techs, locate parts, find info on line, call the customer to keep them informed, get parts, talk to the tech again, and finally call the customer again when the vehicle is finished. All of this is easy when everything goes smoothly. But when you have to rely on other people to deliver the part when they say they would, depend on the part having the right gasket in the box that is supposed to be with the part, and then find something else marginal AFTER the broken part is removed, the juggling act gets really interesting.

When all is said and done and hopefully without any snags, we want to fix the problem right the first time and on time, so our customer will be satisfied. Our people know you expect your vehicle back when we promise it.

Our qualified service advisers number one priority is YOU, our customer. Without you, we wouldn't even be here. Thank you for trusting us to be your car care facility.



Simon



Rosie



Jeff



Looking for a Good Used Car?

Should you buy from a Dealer, private party or a small used car lot? How about off the Internet? Maybe all four are worth looking at. Here is a list of the pro's and con's for all, as I see it.

Dealer Pro's: On average they will have the better later model cars and trucks. They will wholesale the cars they feel are marginal or just have to many miles for their higher standards.

Dealers will normally have every unit inspected for needed repairs. If it is not up to their standards they wholesale that car. Some dealers do a better job of inspections than others, and some do not have their standards very high. Wish I knew which was which but I really don't.

Dealers usually have a large selection and can handle financing. So if one stop convenience is a big concern, a Dealer used car lot maybe the way to go.

Dealer Con's: PRICE! They have a HUGE overhead, they spend money to detail and repair the unit. They have to make a good profit on every car they sell to stay in business. On the other hand there could be a hidden problem even a inspection could not detect.

Private Party Pro's: Without a doubt this is the cheapest way to buy a car. If you like to haggle and have the time to be patient, you can be rewarded with a nice car at a very fair price.

Private Party Con's: This can be a bit risky, if not done right. There can be all kinds of reasons someone has to sell their car, and only they know the REAL reason. This means there may be a problem with the car. The car could have problems that the seller honestly doesn't even know about. Most of the time these problems can be found by having the car inspected before you make the final deal. We have found down right unsafe mechanical issues that the seller knew nothing about. In most cases, the selling price can be adjusted to compensate for any problems found, which could save you far more than the cost of the

inspection. You also have to handle the paper work involved in the registration, as well as the title transfer, which can be a pain.

Used Car Lot Pro's: Price wise usually between Dealer and Private Party price. Most of the lots do have financing available. A small but good variety of different units.

Used Car Lot Con's: Unlike Dealers, most small lots will only repair one of there cars if the problem is obvious. It has been my experience they do not even do a minimum inspection because they do not want to know. Just like Private Party cars, every one of these needs to be inspected BEFORE you finalize any deals. Again, knowing what the car needs can be a big bargaining chip. If they will not let you have the car inspected, run away.

Buying off the Internet: The best I can say about this is, good luck! Because that is what you will need. Don't even think about buying something without seeing it first.

If you can find something local it can be treated just like any Private Party sale. Most of the time when you have to go out of town to see the car it is a lot more difficult to arrange an inspection. We have seen some of these cars that did not look bad in the photos but ended up being mechanical disasters. Some people are just desperate for cash and we have seen many vehicles misrepresented. So, don't be fooled by a low price.

Other good tidbits to know:

Most models built after 1996 have a very large list of maintenance items due at 90K miles. If the car you are looking at is even 10K miles over this mark, it is more then likely that these needed services were NOT done.

Many cars have a Timing belt, due to be changed between 90k and 105k, NOT changing this belt at the time it is recommended by the manufacturer could be a disaster waiting to happen. It is the only belt that cannot be visually inspected, without some disassembling, so it is crucial to observe this recommendation.

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“Return Service Requested”

“Keeping up with Technology for another 60 Years”

Info inside:

- *We Work on Hybrids
- *New face to help on the front counter
- *Dealing with your Service Adviser
- *Looking for a Used Car?

“FREE LOCAL SHUTTLE ”

Did You Know?

Did you know: Boradori Automotive is one of only a few independent repair shop in Chico that is capable of Reflashing or “**Reprogramming**” **automotive computers** with the latest factory programs!

Since 1996 most 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. Some models have updated 5 or 10 times over the years. 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 60 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 or refer customers that need to be Reflashed instead of sending the customer to the dealer. The tools and training needed to do this service are expensive. We made the investment because we knew it was something we had to do to stay in front of the curve.

Did you know: Boradori Automotive is the only repair shop in Butte County that can **test 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. The customer then 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 these also.

Did you know: Boradori Automotive has been the “**Go To**” place in town for electrical or running problems for over 60 years! Over and over again we get cars and trucks in that have been at other shops who can’t fix the problem. We look at them as a **challenge**, a challenge we take pride in solving.