



"Keeping up with Technology for another 60 Years"

WINTER 2009/2010

NEWSLETTER

written by Jack Skibo—Owner

We Service Volkswagen & Audi

It is no secret that in the 15 years or so vehicles have become very complex pieces of machinery. This is especially true when it comes to Volkswagen and Audi vehicles. They require an additional investment in diagnostic equipment, specialized tools and technician training over what is required to service and repair many other popular manufactures' vehicles. Many of our competitors aren't willing, or simply aren't able to make that kind of investment. We are, and have.

It is also no secret that Volkswagen and Audi vehicles are among the most appealing in their respective classes. They are fun to drive, comfortable and sporty vehicles with superior performance and handling when compared to similar vehicles from other manufacturers. Unfortunately, what it takes from an engineering standpoint to achieve all this, also makes them more difficult to work on. It would appear that the engineers and designers at Volkswagen and Audi are content with using components or a particular design that may be much more difficult and expensive to repair or service later, as long as it has a positive effect on vehicle performance now. Superior performance and handling is their goal, and needing a special tool and extra time to service or repair something will not sway them from that goal. For example, a cooling system thermostat replacement on some Volkswagen and Audi vehicles can take up to three or four times as long as it does on most other vehicles.

If you own a Volkswagen or Audi, or know someone who does and aren't happy with your current level of service, give us a call. If you are tired of going through the phone book only to be told "no" by most repair shops, give us a call. We have the equipment, tools and know-how to properly service and repair your Volkswagen or Audi. We would love a chance to prove it to you or someone you know..



"Free Local Shuttle Service"



1948



2010

Best Wishes for a Happy & Safe New Year

All of us here at Boradori Automotive want to thank you for your support over the last year. We know how important your vehicles are in your daily lives and appreciate that you trust us to keep them on the road. We hope to continue this trend into 2010 and beyond. Don't be afraid to say "hi" if you see one of us around town. You'll just have to forgive us if we don't recognize you without your car. That is just how important they are to us too.

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We are your Dealership Alternative

In the past, if you wanted a “dealership” level of service you had to take your car to the dealership. Not any more. We feel that we have positioned ourselves in such a way that we can provide service that is better than a dealer. How do we do that? For one thing we have access to all the technical, diagnostic, repair and service information that used to be available only to the dealer. Above and beyond that we also are members of a couple of nationwide and worldwide networks of repair shops and technicians that are able to share information for any make and any model. If we are dealing with a particularly troublesome problem or diagnosis we can submit it online to get feed-

back and ideas from hundreds of other technicians who may have dealt with the same or similar issue. These resources give us a vast amount of knowledge available to us that expands well beyond our four walls. Pattern failures that would be impossible to correlate dealing with three thousand cars a year show up very clearly when you have access to a data base of hundreds of thousands. Combine this with multiple parts suppliers that enable us to get parts quicker and usually cheaper than the dealer and the one-on-one type of service that a smaller independent shop can provide and you have a program that is difficult to beat.

We do More than Fix Cars—We are Problem Solvers!

We have always felt our responsibility does not end simply with the repair of your vehicle. When a vehicle goes down it creates all kinds of other problems, and we like to think of ourselves as problem solvers. Whether its in the form of a ride to and from in our shuttle, a corporate discount rate on a rental car through Enterprise Car

Rentals, or just simply getting your vehicle in and out in a timely fashion, we have always tried to do everything in our power to solve your problem, not just fix your car. Just tell us if there are any special needs or problems you have when you drop off your vehicle. We’ll do everything we can to help.

Another Way to Think about Batteries!

Now that we are deep into the cold winter months (when batteries are most prone to fail) it seems like a great time to talk about batteries and their life expectancy. Normally it is difficult to explain how your automotive battery and charging system works but I thought of a great analogy the other day while explaining to a customer why theirs needed to be replaced. A battery is a lot like a pencil. Your alternator, is the sharpener. As you use the pencil the lead wears down. Sharpening the pencil returns it to normal operation but the pencil is shorter. Eventually after so many times being sharpened it becomes unusable and you have to get a new one. The same is true with your battery. As your battery gets older it uses up its lead (capacity). The alternator recharges the battery to full capacity but each time the capacity (lead) gets less and less. Just like the pencil, the battery can only be recharged so many times before it needs to be replaced. The big difference is you can not “see” the battery getting close to the end of its life. At some point there is enough capacity to start your engine but under the right conditions the engine may need just a little more to start but the battery is at its limit. I hope this helps explain things a little clearer. A simple charging system test will give us a good idea how much capacity your battery has remaining.



Simon



Rosie



Jeff



Does your Car Sound Haunted?

Halloween is the time of year for squeals, screeches and things that go bump in the night. Halloween is past but when those eerie and haunting sounds come from your car, it's time for a check up. Noise in a vehicle is like pain is to the body: a warning. According to the Car Care Council, the following strange and scary noises are clues to that trouble is brewing within your car and that it should be checked out by a qualified technician.

Squeal: A sharp noise that means there may be a problem with the brakes if it happens while braking. If the noise goes away when pushing harder on the brakes in most cases, it is not a concern. However, if the noise gets louder when pushing harder on the brakes, then this should be checked out as soon as possible. FYI your brakes should be checked at least once a year.

If a squeal happens at the time the engine is started, it could mean a belt problem or the belt is in need of adjustment. The belts should be inspected at every service.

Screech: Higher pitch than a squeal, this can be caused by a brake wear indicator telling you the brakes are close to unsafe. Ignoring this noise can lead to major brake repairs or even brake failure. If heard while not moving but the engine is running it could mean something in the belts, pulleys or tensioners assemblies may have failed.

Squeaks: A number of things can cause squeaks, including belts, the water pump or alternator bearings. Belts should be replaced if cracked, frayed, glazed or showing signs of excessive wear. Water pumps, alternators, idlers and tensioners all have sealed bearings that can fail and

cause this type of noise.

Grinding (a metal-on-metal grating): A sound usually related to brake pads or lining. Usually means the brakes need to be inspected immediately. This could mean the braking material is completely worn out and inspection should not be put off.

Heavy Knock: A pounding noise could mean big trouble if it is internal, inside the engine. Even if the noise is not coming from inside the engine, it usually means something else is very loose and will need attention soon. If heard when going over bumps this could mean something is loose in the suspension.

Thumping Noise: A sound that usually means a problem with the tires. Uneven tire wear can cause this type of noise. Tires should be inspected and rotated at every other service.

Ticking noise: If this noise happens while the car is still and the engine is running it could be caused by all the same items as a squeaking noise. If the noise is only heard when the car is rolling then something in the drive train, wheels or brakes maybe causing the noise.

So, anytime you hear a new noise, it is important for it to be checked out. If the noise is inconsistent, it helps the technician find the problem if the customer can provide as much detail as possible. It may only happen when the car is started cold, only at low speeds, only when braking soft, braking hard, turning right or going over a speed bump. Whatever the case may be, this information helps immensely when trying to pinpoint the problem. If it happens for us, we can usually find the problem quickly. So, turn down the radio and pay attention when you hear a noise. Catching a problem early can save you from more costly repairs.

Boradori Automotive,
287 Humboldt Ave.
Chico, Ca. 95928



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“Return Service Requested”

“Keeping up with Technology for another 60 Years”

Info inside:

- *Volkswagen & Audi Service.
- *Dealer Alternative.
- *Problem Solvers
- *Battery Info.

“FREE LOCAL SHUTTLE ”

Did You Know?

Did you know: Boradori Automotive is one of only a few independent repair shops in Chico that are capable of Re-flashing 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. This service

may only be needed in about 1 out of 10 cars, but 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 Re-flashed 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 trans-

mission was replaced and the gear that drives the speedometer cable or sensor is different. This can cause a speedometer error. The customer can then use this information to fight the ticket.

On the other hand, there are times we find the speedometer is correct.

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 this as a **challenge**, a challenge we take pride in solving.