



AutoServiceExperts®

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In the Spotlight... ANR Auto Inc.

129 Main Street • Irvington, New York 10533 • 914-591-1926

Auto Pride Welcomes ANR Auto Inc.

Neil Ricchiuti has been running ANR Auto Inc. successfully for over twenty one years in Irvington New York. He opened his doors in 1990 and has been satisfying his customers ever since. They have always run a shop that prides itself on customer service, going above and beyond and doing whatever it takes to make their customers happy.

They have a state of the art facility with three technicians, one ASE Certified, three bays and an office area. They have all the most up-to-date technology. Using the newest tools and systems in the day-to-day operations of his shop is another factor for the consistently satisfied customers at ANR Auto. Neil has always tried to take advantage of the best diagnostics data, like Identifix and Alldata. They also have six computer diagnostic tools. Neil continually gets trained on all of the equipment and then trains his technicians.

ANR has been using the Auto Pride rebate promotions provided by Miele Auto Parts. Neil said he has had excellent feedback from his customers on the Fall rebate promotion that Auto Pride ran in September, October and November. He feels the come back coupons are a great tool in getting his customers back in for service. Neil is dedicated to educating his customers. He uses the Auto Pride materials and takes the time to explain to each customer why maintenance is so important.

Neil is very involved in the commu-



nity and knows the importance of training. He sits on the Board of Directors for the TST, Technical Service Training. He is also involved in a new teacher mentoring program for the local high school. Neil works with students who are interested in the automotive repair field. He works with them for a few hours every afternoon and makes it clear they have to be committed.



Neil believes in education and keeping up with the latest technology. The supplier of ANR Auto, Miele Auto Parts, provides a number of training classes throughout the year. Neil is looking forward to sending

his technicians to some of the on-site manufacturers classes in 2011.

While his shop is busy, Neil's values and methods have remained consistent. He recruits new customers by word of mouth. Going above and beyond, like picking customers up or dropping them off at the train station make the difference. Neil describes his strategy as simply:

"Keeping my customers happy by doing whatever it takes." He knows this is the best way to keep them coming back time and time again.

ANR Auto Inc. recently became an Auto Service Expert. Miele Auto Parts provides them with quality parts, quick delivery and competitive pricing. All very important components, but equally important is the marketing support they offer through the Auto Service Experts Program.

INSIDE...

PAGE 1
In the Spotlight

PAGE 2
Welcome New Auto Service Expert Members
New 2011 Auto Service Expert Programs
Looking for a Steadier Stream of Customers

PAGE 3
Appreciate Them
Auto Pride Fall Maintenance Rebate Promotion

PAGE 4
Loss Prevention



Welcome New Auto Service Expert Members

- A & C Auto Care Inc.**
Ronkonkoma, NY
- A. N. R. Auto Inc.**
Irvington, NY
- Aamco Total Car Care**
East Northport, NY
- ABM Automotive**
Yaphank, NY
- AE Auto Service**
Shirley, NY
- Andre's Precision Auto**
Smithtown, NY
- Better Auto Repair**
Rocky Point, NY
- Body Work**
Linderhurst, NY
- Bright Place Motorsport**
Yonkers, NY
- C & R Auto Electric**
Los Angeles, CA
- Champion Automotive**
Middle Island, NY
- Easy Rider Service Center**
Northport, NY
- Executive Central Service**
Yonkers, NY
- Gary's Automotive**
East Northport, NY
- Good Fellas Auto Repair**
Medford, NY
- H & B Automotive Service**
Cranford, NJ
- Hayes Auto Repair**
Lake Ronkonkoma, NY
- Hunter's Garage Inc.**
East Northport, NY
- King Auto Repair**
Bohemia, NY
- King Bear Patchogue**
Patchogue, NY
- Lakeview Car Care**
Ronkonkoma, NY
- Main Ave. Car Care**
Glen Burnie, MD
- Medford Fast Lube**
Medford, NY
- Metro Auto Repair**
Los Angeles, CA
- New Hope Auto Tech Center**
Amityville, NY
- Pride Automotive Technologies**
Patchogue, NY
- Sidoti Auto Repairs, Inc.**
Ronkonkoma, NY
- Smithtown Service Center**
Smithtown, NY
- Soto's International Auto Care**
Raleigh, NC
- VJ General Auto Repair Inc.**
Medford, NY

New 2011 Auto Service Expert Programs

Watch for these new marketing Promotions and Programs

2011 Brake Rebate Promotion

Watch for the Brake promotion in the first quarter. The rebate kit will be delivered to you in the beginning of March by your Auto Pride sales representative. The first new program is the brake rebate promotion. This rebate kit was delivered to you in the beginning of March by your Auto Pride sales representative. This promotion runs through April 30th, 2011. Utilize the bay banner, poster and point of purchase materials and promote this excellent consumer Mail-in Rebate offer on brake service. This promotion offers consumers up to \$75 in manufacturers mail-in rebates on the installation of premium brake pads/shoes and drums/rotors, wheel bearings, hub assemblies and oil seals, and remanufactured calipers at participating Auto Pride Auto Service Experts locations.

Shop Posters You will be receiving the new 24"x36" shop posters for you to display in your customer service areas. We will include explanations on other new programs along with these shop posters.

2011 Marketing Calendar Poster You will also receive with the shop posters a 24"x36" poster with all the 2011 promotions listed.

Auto Pride Private Label Credit Card We will be rolling out an aggressive credit card promotion in January. Auto Pride will be waiving all credit card Fees for the first 90 days.

Looking for a steadier stream of customers?

Look no further.

Offering CarCareONE instant credit to your customers allows you to:

Create Loyalty.

Offering your customers 6 and 12 months to pay with no interest creates loyal customers and keeps them coming back to your place of business time and time again.

Show Your Customers You Care.

Offering financing options shows your customers you care for them, their cars, and their safety.

Strengthen Your Customers' Trust.

You are your customers' trusted service advisor. Providing them with no interest payment options strengthens that relationship.

Unbeatable Credit Promotions.

Offer your customers **CarCareONE's 6 and 12 Month No Interest* Financing promotions** at rates competitive to bankcards!

*Subject to credit approval.

Take the 3-Month test drive...

Try the program for 3-Months with no monthly fees & no obligations! **

During and after the 3-Month Test Drive Period

When you offer these promotions, minimum payments do apply

Everyday promotions	Consumers' minimum purchase	Your costs
Non-promotional	\$0.01 - \$298.99	2.39%
6 months	\$299	2.39%
12 months	\$750	10.49%

After the 3-Month Test Drive Period

Exception Fees

Network Access Fee\$35 per month
Minimum Application Fee\$25 per month
(waived when you submit 6 applications in a given month.)

Your program includes:

- 24/7 merchant support
- Protection against credit fraud
- Training on all aspects of the program
- Credit approvals customized for the Automotive Aftermarket industry
- Money in your account in 48 business hours
- FREE Point-of-purchase materials
- 'Meet the Sale' technology that provides the credit lines you need to close the sale

Take the 3-Month test drive.

Try the program for 3 months with no monthly fees & no obligation! **

Sign-up today!

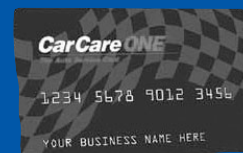
Here's how:

- Call toll free:
1-866-209-4457.
- Have your Federal Tax ID ready when you call.
- Enroll in minutes.
- Take a test drive – 3 months satisfaction guaranteed.

Sign-up for the CarCareONE card to Offer your customers instant credit, plus 6 and 12 Month No Interest* Financing.

* Subject to credit approval.

** Call for details.



Appreciate Them!

by Rhonda Hiltbrand

*“Hire the best. Pay them fairly. Communicate frequently.
Provide challenges and rewards. Believe in them.
Get out of their way and they’ll knock your socks off.”*

~ Mary Ann Allison

I spend my days researching, writing, involved in public relations, consulting with shop owners, day-to-day operations at NWZ WORX and research and development. I wear the HR hat and work closely with our accountant. I am also a business partner at MotorVehicle-Connectors.com, a new online business and I enjoy it all a great deal but I know I couldn't accomplish any of it with any degree of competency without the great staff I have beside me. They keep me on the right path and don't hesitate to tell me if I've overextended myself. They are the best! I do believe in them and I stay out of their way and let them get the job done! We meet every Monday morning to discuss the needs of the week and I have an open-door policy whenever they need to see me to discuss the job at hand.

They have enabled me to do my part to get each job started and written. I then pass it along to them with full confidence that each order will be designed, proofed, printed/ emailed, and cut/folded/ tabbed/ delivered with precision. It frees me up to keep moving forward and enables me to think ahead.

Do I appreciate them? You bet! Do I tell them often enough? Probably not. Sure...I take the staff out for lunch and celebrate each one's birthday and I always take them out before Christmas. George (our CEO) buys lunch for the staff every Friday to show his appreciation.

I read all the time that in order to meet the needs of your staff you have to treat them different per

generation. Do I do that? Nope! I don't have time and I'm not sure what small company does. Fortunately for me, our blend of generations (Gen Y, Gen X, Boomers) gets along very well and each and every one pulls their weight and gets the job done without any additional stroking. We don't have any divas here! Here are some suggestions on how to show appreciation to your employees:

- Praise them for a job well done
- Say “thank you” and “please”
- Ask about their families and interests
- Be flexible when they need time off to attend a school or sporting event
- Give a little extra time off during the holidays (day after Thanksgiving for example)
- Do something special for their birthdays such as bring in a cake
- Give a bonus at year end

- Give certificates to a favorite restaurant or sporting event from time-to-time
- Bring in bagels, donuts, cookies on occasion (I know...bad for the weight conscious but good for morale)
- Let them enjoy their time off so they can renew and energize
- Provide training and opportunity

Sometimes it is the small things that mean the most. I have two wide windowsills in my office. I have one full of thank you cards that I received from customers and the staff (along with some great boss's day cards). I value these cards a great deal. They took the time to find the cards and send them to me. Every time I glance at them I smile.

Appreciated people work harder, work smarter and get the job done right!

If you haven't shown your appreciation lately, try it!



Auto Pride Fall Maintenance Rebate Promotion

Generated some big numbers. Members and Auto Service Experts who took advantage of this promotion did very well with it. As of December 15th we have 197 rebates processed. The total tickets are \$95,784.40, the average ticket is \$486.22, the total rebates are \$1,948.50 and the average rebate amount is \$9.89.

The Auto Service Experts below did an excellent job with the promotion and really benefited from it.

A.N.R. Auto, Inc.

129 Main Street
Irvington, NY

Cranford Sunoco

Myrtle & Centennial
Cranford, NJ

Executive Central Service

1 Enterprise Blvd.
Yonkers, NY

Master Tech

15455 Chatsworth St.
Mission Hills, CA

Nicholas' Fleet Street Shell

601 S. Luzerne Ave.
Baltimore, MD

Proper Service Center

87 Fulton St.
White Plains, NY

S & J Service

460 Saw Mill River Rd.
Yonkers, NY

*Watch for the
Spring Brake
Rebate Promotion
to run
March 1st - April 30th,
2011*

Loss Prevention

Wet cell batteries

Common, ordinary automotive batteries are classified as wet cell batteries because they use liquid electrolytes, a medium of exchanging electrons, instead of a pasty electrolyte used in dry cell batteries. Each year they are responsible for minor mishaps such as peeling paint and electrical shocks, and more serious problems like severe eye injuries, acid burns and catastrophic fires.

Handle with care

Accidents involving wet cell batteries occur frequently because automotive technicians and employees work around them constantly. Wet cell batteries can be found everywhere in your business – in vehicles, forklift trucks, inventory, charging areas, “car pushers” and other equipment or just sitting on the floor on the way to recycling. Employees tend to forget how dangerous they are, and often treat them in a careless manner.

You can't walk through many automotive businesses without literally tripping over them. In fact, it would be difficult to find a technician who hasn't seen a battery explode. The fact is, batteries can be very dangerous and demand your respect.

Batteries hooked up to chargers present the greatest hazard for one reason; they produce explosive, hydrogen gas. Extreme caution must be used when charging wet-cell batteries of any size — from small motorcycle batteries up to larger ones used to power forklift trucks. Many of our customers have found out the hard way that this gas can be easily ignited, potentially resulting in a catastrophic fire.

What you can do to protect your business and employees

- **Provide adequate ventilation in charging areas for disposal of hydrogen gas fumes from gassing batteries.** Appropriate mechanical ventilation includes an explosion-proof electrical fan vented to the outside.

At the very least, the charging room should be well-ventilated (passive outside vents) so that gas cannot build up inside the room. Never charge batteries in a small, tightly sealed room.

- **Eliminate all ignition sources from the charging area.** The hydrogen gas can't explode without an ignition source, so remove or eliminate as many as possible. Post “No Smoking” signs in and outside the room.

Any electrical wiring, light fixtures and switches inside the room must be explosion-proof. If they are not, remove the equipment from the room. Perform cutting, welding and other hot work far away from the battery charging area. Keep the charging area clear of all combustible materials such as cardboard, wood, paper, etc.

- **Follow the manufacturer's recommended procedures for using battery chargers.** Employees working in the battery-charging area should be aware of the hazards involved and properly trained in the correct procedures for charging batteries. Ensure that all cells are filled to the recommended level (if not maintenance free) with water and that all battery caps are in place prior to charging. Attach clips securely to batteries before turning the charger on to reduce the chance of a spark. Do not overcharge batteries, and avoid overnight or extended charging times.

- **Employ good electrical practices.** Plug battery chargers directly into grounded electrical outlets, and

avoid using extension cords that can overheat. Don't alter or modify the charger itself, the power cord or clips.

- **Protect against acid burns.** Wet cell batteries also contain very dangerous sulfuric acid that can burn, maim and blind employees and customers. Remind technicians and employees of the dangers of handling wet cell batteries and follow these common-sense precautions:

- Wear proper PPE (Personal Protective Equipment) when handling, and most importantly, whenever working around charging batteries. Proper eye protection is most important. Eye protection means more than ordinary safety glasses; employees should wear PPE that protects the eyes from all angles. Goggles worn in conjunction with full-face shields provide the best protection. Acid-resistant gloves and aprons should also be provided and worn.

- Provide an emergency eyewash. The eyewash must meet Occupational Safety and Health Administration (OSHA) standards by being readily accessible to employees and provide a 15-minute “flushing” supply of water. The once-popular hand-held squeeze bottles of eyewash are not adequate (by themselves) due to the requirement of a 15-minute water supply.

- Use extreme caution when jump-starting or charging vehicle batteries. A battery being charged while it is still in a vehicle is more dangerous than one charged elsewhere. Technicians should stand clear of the battery and never allow customers in the area during charging operations. Technicians should also remove all jewelry before working around batteries. Remember to keep tools and other metallic objects away from the top

of uncovered batteries, and remove all ignition sources from the area. Attach the charger to the battery prior to turning it on. Ensure that the clips are secured to the posts and have a strong electrical connection. For proper linkage, connect the positive charger clip/jumper cable to the positive (+) terminal on the battery and the negative (-) charger clip/jumper cable to the engine block, frame or other grounded part of the vehicle. These procedures vary if the car has a positive ground – most cars do not.

- Neutralizing agents should be provided for electrolyte spills. Bicarbonate soda, lime or other commercially available neutralizing chemicals should be kept on hand to treat acid or electrolyte spills. Store all batteries on wood pallets, preferably inside in a segregated area. Leaking or damaged batteries must be placed in an acid-resistant leak-proof container. Avoid storing used batteries outside because they may pollute the ground water. Keep the number of used batteries on hand to a minimum; have them removed from your business (by an approved recycler) in a timely manner.

Using common sense when charging or handling batteries will help protect your business from unnecessary loss. Train supervisors and employees on safe procedures and then make sure they are followed. Your customers, employees and your business depends on it.

Loss prevention information

For questions about this loss prevention topic, contact the Zurich Risk Engineering Department at 800-821-7803.

Product and service information

For more information on any of Zurich's products or services, visit www.zurichna.com/zdu.