

RELAX

CONTINUED FROM FRONT PAGE



DEAN'S WEEKLY CREW MEETINGS HELP IN KEEPING THE SHOP ORGANIZED.

customer's vehicle comes in on a tow truck," says Warren. "We take it personally... lives are disrupted, so when we suggest a particular repair or service to our customers, it's because it's necessary for the good health of their vehicle."

Dean's ASE-certified technicians attend ongoing training classes. ASE Master Technician Warren also personally trains each tech with an emphasis on precision and quality, not speed. "Getting it right the first time means the customer's time is not wasted," adds Warren.

First Impressions: New customers will find a clean driveway with easy parking. The tidy customer entry is furnished with comfortable seating. The atmosphere says quiet, professional, friendly; service advisor George immediately makes you feel at ease.

"We get compliments on the overall environment," says Donna. "I think a lot of that is because we like and respect one another. We all get along...plus, we're all on the same page when it comes to providing quality work and treating customers with respect."

In need of a quality-minded, independent automotive facility? Think Dean's Automotive... it's easy... really!

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CUSTOMER SPOTLIGHT

Ayako Urushiyama



Ayako was one of Warren's first customers. Her 1965 Toyota Corona stayed in tip-top condition by receiving maintenance services four times a year. She eventually opted for a 1984 Toyota Camry. Once again Ayako enjoyed optimal performance by her Toyota due to Warren's meticulous car care.

After 25 years of working and living in Sunnyvale, Ayako has decided to return to her home country of Japan to be with family. Ayako says she'll miss many things, including, "good American hamburgers" and the excellent car care provided by Warren.

Now if Warren would consider flying to Japan four times a year and packing burgers along with his maintenance equipment, Ayako would be set for life!

We thank you for your loyal patronage. Best of luck! — Warren & Donna McCord

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Relax

Car Care is Easy with Dean's

Reality: The Bay Area is a great place to live. But not every day is a bowl full of cherries, right? Between work (and commuting) and the obligations of raising a family — shopping, meals, driving kids to school, sports, band practice, and more — life, can be a little complicated at times. Taking care of your car doesn't have to be complicated...

Owners Warren and Donna McCord stand by their car care philosophy: "Entrusting your

vehicle to the professionals at Dean's will simplify your life." How so? "Our customers appreciate us for our integrity and the fact that we do quality work," says Warren. "Clients can relax, and interactions are easy because they trust us, which is big. They can drop off their car knowing it'll be ready when we say it will."

Trust: Not having to worry if diagnostics and repairs were properly performed, or if you're paying for needless work makes for one less big headache! "It's rare that a regular

CONTINUED ON BACK PAGE

Ask about Dean's All Season Preventative Maintenance Services: 4K, 7.5K, 15K, 30K, 60K, 90K.

Keeping Up with the Latest Automotive Technologies...

ASE TECH JAMES MAKING USE OF DEAN'S SOPHISTICATED EQUIPMENT.



is the only way to service today's vehicles

A recent Associated Press article stated that some facilities turn away customers because they haven't kept up with the latest technologies.

"Many new customers' vehicles come in with maintenance lights on," says Warren. "Often it's an oil light indicating it's time for an oil change, though an oil change was recently performed; the previous shop didn't know how to turn off

the light. You can't make money and you can't fix cars without updating and using the newest technologies."

Dean's also subscribes to on-line technical bulletins, plus a telephone hotline where industry experts share repair experiences for specific vehicles with specific problems. "Most facilities never make use of these time-saving resources," says Warren, "including dealership technicians."



THANKS TO DEAN'S, HYBRID OWNERS DO NOT HAVE TO TAKE THEIR VEHICLES TO THE DEALER FOR MANUFACTURER RECOMMENDED SERVICES

Warren is not only an ASE-certified master technician, he's also certified as a master hybrid service technician. Dean's is one of only a handful of Bay Area independent auto facilities that is qualified to service and repair hybrid vehicles.

"We're committed to making hybrid vehicles last far longer than they would if they were serviced at dealerships," says Warren. "We go above and beyond with our servicing, based on our knowledge and expertise. Keep in mind dealerships would prefer to sell you a new vehicle every five to six years..."

Dean's has been servicing hybrids since 2004, and technicians continually attend seminars for further hands-on training. Dean's is the only shop in the area that actually owns a hybrid, a 2005 Toyota Prius.

SERVICE ADVISOR GEORGE NORTON.



Service Advisor George

Good "Ears," Good Heart, and a Darn-Good Problem-Solver

George is the consummate professional: he's industry-certified, the person responsible for communicating your vehicles' needs to Dean's technicians, and an all-around gentleman.

"My goal for all of our customers is to make sure they feel comfortable with us and our vehicle recommendations," says George. "I listen carefully to their concerns and reiterate what they've said, so they know they have my attention. I thoroughly go over everything so there are no discrepancies."

Customers greatly appreciate that George will always prioritize repairs. He says, "Unless it's an emergency or safety issue, I'll let them know, in order of importance, what should be taken care of now and what can be done at a later date."



Dean's is A AAA Approved Auto Facility

You're Guaranteed much more than just Quality Auto Repair Services

AAA approves only facilities that meet the highest standards in vehicle repair, competency, reliability, and cleanliness. Approval is not easily obtained. "A representative visits us quarterly making sure we're continuing our training plan for technicians," says Donna.

"They check that we're properly insured (workers comp, liability, and more), and that our equipment is updated and working properly; they also make sure that our ASE certifications are current."

Between AAA's website and personal referrals, Dean's picks up about 40 new customers each year. "All customers are given a survey card with every service or repair," Donna says, "and we ask them to fill it out and mail it in to AAA. In 2009 we had a 100 percent customer approval rating."

OWNER WARREN MCCORD.



Tech Tip

Common Questions Asked by Customers of Dean's Automotive

Is it okay to bring my car in for its smog check if the check engine light is on?

Our advice is to never bring a car in for a smog check if your check engine light is on! A check engine light means there's an emissions issue and your vehicle will automatically fail a smog check. Some smog stations are not telling customers ahead of time that a check engine light means they will not pass. They take your money and perform the "check," only to tell you that you failed because your check engine light is on! If you are due for a smog check and your check engine light is on, bring your vehicle to a reputable shop that will diagnosis the reason for the light and perform the correct repairs. Then you can confidently bring it to the smog station of your choice.



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- Service Advisor George Norton... an experienced, friendly, professional
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