

BORADORI

AUTOMOTIVE SINCE 1948

"Keeping up with Technology for another 60 Years"

We have Passed Another Milestone

FALL 08

By Jack Skibo

You may have noticed we had to change our "tag line" recently, from 50 years to 60 years. Yep, we have been around for a long, loooong time. Al Boradori started the shop in 1948 and when he retired in 1976, I purchased the business. It is hard to believe that I have owned it now longer than he did.

From time to time I still think of how much simpler life and business was more than 30 years ago. I remember Al Boradori trying to explain how much had to be learned about running and managing a business. I was young and just plain naive about the whole thing. I figured that as long as we kept fixing cars right, the customers would keep coming, the bills would get paid, and all the technicians would be happy. It didn't take long to find out that there was more, a whole lot more.

I didn't think about all the overhead, such as, insurance, phones, lights, inventory, unemployment taxes, inventory taxes, social security taxes, payroll taxes, not to mention dealing

with all the State and City agencies. Here, I thought all I had to do was keep up with new automotive technology and fix cars at a fair price.

Back then there was no way we could have foreseen the vast amount of new tools and equipment that would be needed to keep up with all the new automotive changes.

From a consumers point of view it may not seem that much different.

Our customers like the peace of mind knowing that they have brought their car to someone who will take good care of them and their car. So, all they really have to do is start the car, put it in gear and go. Making your vehicle safe and reliable is what we strive to do. It is our ultimate goal.

Maybe things have not changed as much as I thought.



Approved
Auto Repair



"Free local Shuttle Service"



1948



2008

Watch out for Warranty Scams

There has been a new scam going around the last couple of months. This one involves telemarketers selling extended warranties for your car. They always claim they can save you thousands of dollars on repairs.

The Enterprise Record recently ran a front page story about an elderly woman who was taken by one of these companies.

They always make it seem like they cover just about everything, but like most things in life the devil is in the details.

Their lawyers must have had fun writing these contracts. I bet they made a game out of finding different ways to exclude a repair.

Legitimate extended warranties can run from \$2,400 to \$5,000 from a dealer so \$1500 or \$2000

from one of these other aftermarket companies sounds pretty good. But not if they cover much less.

As a repair shop we have worked with different warranty companies, and have had mixed results. Some have been very helpful and fair, and others have been downright fraudulent.

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What is the Best New or Used Car to Buy?

We are asked this question all the time, and I wish I could give you a quick answer, but the truth is it depends on what you NEED verses what you WANT.

Want and need.....bet I could write a whole newsletter on just that subject!

Back to automotive stuff.....First question has to be what is the vehicle going to be used for? Towing, driving around town with multiple kids, single person highway commuting, power or fuel economy. Most times we need something that can multi-task, like moms everywhere have to do. The problem is most cars only handle one or two things well so we have to compromise on the others.

Once you have a size and price in mind, then you need to do more home-work. Here is where we find most people make a big mistake. Most car and truck tests and magazine articles are based on performance. This is okay, if that is all you want. Except for "Consumer Reports" very few look at long term dependability. All the performance information is important but that's not all the information you should know.

One great trick I have found is to get on the internet and go to www.KBB.com (Kelly Blue Book). This is a

great source if you know what to look for. Once you have a "type" of model you are looking for, then you can compare what they will be worth in 3 years and 50k miles. For example: a 3 year old Toyota Camry is worth \$3,000 more than a VW Jetta with the same miles and age, yet cost is just about the same when new. Why... because the Camry is a much better car, and the used car market adjusts for that.

On the other hand if you are looking at these same "types" of cars but want the best performance, handling, and just plan fun to drive, the VW wins. The Camry is kind of like a plain vanilla ice cream cone, verses a banana split with everything on it. The Camry just gets the job done, nothing fancy or flashy.

The same thing goes with SUV's. Look at the resale value and it will tell you a lot. We had a customer in recently with a Land Rover, with multiple problems. She was thinking of getting rid of it and asked what we thought it was worth. After checking out the value at the Kelly Blue Book site we found it had a resale value \$6,000 less than a comparable Tahoe or Expedition with the same miles and age. Besides, the fact Consumer Reports had the Land

Rover listed as the worst for repairs of any car on the road, that tells you a lot. The customer thought she had gotten a great deal when she bought the Land Rover just 6 months ago because it was a couple thousand less than anything else she had looked at. Now we know why.

Everyone has a story of driving their "who knows what" for a million miles, and never having to do one single repair, ...ya right! You need to read and talk to as many people as possible, because you WILL get a lot of opinions. If you decide on a used car or truck, have it inspected. Even the best model may not have had proper maintenance work done, or been in a major wreck. You have to get under the vehicle, remove the wheels, look at parts that can not be easily seen. Every model has little quirks that anyone in the business knows to look for.

Whatever you do....please do not sell your car to a relative or friend. It could be the best car you ever had and you cared for it like a baby, but Murphy's Law says it WILL have a major problem in a short time. And guess who will be blamed for it, you bet,..... YOU will.

More Tips on Getting Better Fuel Economy

S-L-O-W D-O-W-N. I know, not much of a tip but it does work. Not only your top speed on the highway but slow down getting up to speed. The old adage, "drive like there is a raw egg under your foot", is true. I know it feels sooooo slow, but in reality it really adds only minutes to a 50 mile trip.

There is no need to warm the engine up any longer than 30 seconds.

Just start driving but us a light throttle until the engine warms up more.

Of course, don't forget the tires. Low pressure can make a big difference. Keeping the tires up will also make the tires last longer. The government has now mandated tire pressure monitoring systems on all new cars and trucks built after 2007. Some

have had these systems on them for several years, but the new systems are much more sensitive and will let you know when the tires are 5 psi lower than the set point.

Keeping your car well maintained with a clean air and oil filter will help. What you do with your right foot is more important than anything you can add to the gas or under the hood.



Watch out for Repair Warranty Scams

None of the Extended Warranty Companies, not even the factory extended warranties, will cover “maintenance” repairs. It is amazing how many things fall under “maintenance”. Cooling systems, brakes, shocks, filters, tune items and hoses, to name a few.

Most warranty companies will not cover a major engine repair if the damage was caused by overheating. They say the driver should have stopped the engine if it was overheating. If we find a water pump leaking, they will pay for the failed water pump but not the \$5000 damage to the engine because of the overheating caused by the failed pump. We can say the engine damage would not have happened if the covered water pump had not failed. But they counter with, “if the driver had shut the engine off at the first signs of overheating, there would not have been any engine damage”.

The fact is modern engines rarely fail unless they are overheated or

run low on oil. The warranty companies know this so they will make a long list of internal engine parts covered by the warranty, all the ones we never see fail, except when overheated or from lack of oil... which voids the warranty claim.

Same thing with suspension parts. Most of the parts are good for the life of the vehicle. In rare cases when a part fails, the warranty company will claim it was damaged from hitting a curb or running over something.

It can be very expensive to repair late model cars. The electronics and computer controls can be mind boggling. The fact is, they are much more dependable than 10 years ago, and as many as 3 times better than 25 years ago. This makes it even more important to stay on top of all the normal maintenance requirements. We see engines at 250,000 miles every day, and

they are still running great.

Much like people, there is always a little luck involved when it comes to how long anything can run before a major repair. You always hear of the 90 year old guy that smokes, drinks like a fish and eats junk food. Or the 28 year old that looks like a Olympian and falls over dead with a heart attack. There’s no rhyme or reason, it just happens.

Before you buy any extended warranty, do some research on the internet. Or give us a call and we will be happy to check for you. We may even know the company. Do not be fooled by that big list of mechanical stuff that is covered. They could come up with a list 10 pages long if they wanted to, and it still wouldn’t cover squat.

Personally I would never consider a extended warranty except for European cars, just read Consumer Reports and you will see why.

Automotive Terms you should Know

Service Engine Soon or Check Engine Light: This light will come on when something is wrong with the computer control systems. You may not feel anything but it needs to be checked. That doesn't mean pull over and stop, just get it checked as soon VERY soon if the light is flashing. There are hundreds of reasons this light could come on, so just because Uncle Joes was something expensive doesn't means yours will be.

Tune-up: Really this is an obsolete term in this computer control age. The computer makes all the adjustments as you drive. Tune-up means many different things to different people. If someone uses this term, make sure you know the details of what they are doing. They may not be doing what you want done.

When someone tells us they want a “Tune-up”, our first question is always, WHY? Once we know what you think it means then we can make sure we are all be on the same page.

30K-60K-90K Services: These are the miles at which a list of services are due. All the manufacturers now list a package of things that should be done at a given mileage. 30—60 and 90k are the biggest services but there are others in between. All factory recommendations are listed in your owners manual.

Many factory dealerships and independent shops will recommend extra services beyond what the manufacturer recommends, most cases it is justifiable. Sometimes the manufacture suggested intervals have proven inadequate. Example, GM just settled a class action lawsuit over their 5 year or 100,000

miles service recommendation for changing their antifreeze. Seems waiting to long was causing some gaskets to fail prematurely, something the aftermarket has know for years.

The problem is comparing apples with apples when phoning for a estimate. Some shops will quote a price based on the manufacture recommendations but then tell you about the other things after they have your car. Ask for a breakdown of what is included in the service, then you can compare prices fairly.

O2 or Oxygen Sensor: One of the main sensors that tells the computer what is happening inside the exhaust, a very critical item. Your car may have as many as eight of these units in your exhaust system.

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“Return Service Requested”

“Keeping up with Technology for another 60 Years”

Info inside:

- [Warranty Scams](#)
- [Best Buy Info](#)
- [Automotive Terms](#)
- [Fuel Economy Tips](#)

“FREE LOCAL SHUTTLE ”

Did You Know?

Did you know: Boradori Automotive is the only independent repair shop in Chico that is capable of Re-flashing or reprogramming automotive computers with the latest factory programs!

Since 1996 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. 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 50 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 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, but we knew it was something we had to invest in 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. These can be frustrating for us too, but we don’t give up, we look at them as a **challenge**, a challenge we take pride in solving.