



The Seven Secrets the Dealerships

Don't want you to know



1 The Warranty deception

After you have purchased a new vehicle, the dealership will talk to you about your new car warranty. They will probably try to sell you an extended warranty.

The dealerships will tell you that you should bring your car back to the dealership for all its maintenance services during the warranty. They will even go so far as to tell you that if you go anywhere else but the dealership that your warranty will be invalid.

This is the ***single biggest LIE*** that is being told to unsuspecting consumers all around the country. The truth is, that Congress passed the Magnuson Moss Warranty Act of 1975, a manufacturer **cannot require** a consumer to buy parts or services from the manufacturer to maintain warranty status. You can bring your car to **any repair shop** for your maintenance services, and not have to worry about your warranty being invalid. In fact, you are much better off to take your car **anyplace BUT the dealer** during the warranty.

An independent shop will be much more likely to inspect your car thoroughly and point out a potential problem to you while the car is still under warranty. Then you can go back to the dealership and have it fixed **for free**. The dealership may not notice a problem covered under your warranty until after the warranty expires.

performing your maintenance services at Shores Automotive Inc. would be a very wise decision. they keep accurate records of all services performed on your vehicle, they use quality parts that meet or exceed the manufacturer's specifications, and they are Both Bosch Certified and a member of Car Fax. Extended Warranty no problem. Shores Automotive Inc. accepts most.

The only reason for you to go to the dealer is for warranty repairs, which are to be performed at no cost to you for parts or labor. You can take your vehicle anywhere for oil changes and all other maintenance.

2 The Service Advisor

Years ago they were called Service Writers. People think of the Service Advisor as a mechanic but basically they are salesmen. Most Service Advisors have little or no mechanical experience at all. They're even paid on commission. That means that the more work they convince you that your car needs, the more money they put in their pockets.

Another problem is almost no one reads their owner's manual so they really don't know what's best for their car. See, the manual was written by the company that built your car. It is the most accurate description of how to care for it. But when people go to the Dealership for routine maintenance, the Service Advisor pushes the "Dealer recommended service" on them. Basically, this calls for oil changes and transmission flushes more frequently than the owner's manual.

an example, the Dealer might recommend changing the transmission fluid every 12,000

miles, whereas the manual recommends changing it every 60,000 miles. If you followed the Dealer's recommendation, that means you'd have four transmission fluid changes that were unnecessary. And transmission fluid changes aren't cheap — they can run \$200, so you might be spending as much as \$800 unnecessarily.

Let's say that You drive to the dealership for a simple oil change. You will become a target immediately for the service department to up sell as much *additional* work as possible. First the Service Advisor will ask about the miles on the car. If there is close to, for example, 20,000 miles, the Service Advisor will say, "Well, you're just about ready for your 20,000-mile service. Here's what we recommend." The Service Advisor then pull out a sheet with a laundry list of services that they offer for a package price. if you were to actually look at what is to be done to the car, it is all just inspections or fluid checks and top off fluids.



When you start getting more miles, the Service Advisor will say, "We're going to do all services recommended for that mileage, but we'll also check for other problems." So you agree to a "full inspection," which is one of the biggest sales scams. Later in the day the Service Advisor will call and say, "Everything looks OK but we recommend you have some other work done: transmission fluid, air-conditioning, differential fluid." Oh for your info, most manufacturers do not recommend ever changing the diff fluid. So you go in for an oil change and end up spending over \$600.

3 The Factory Trained Technician

It used to be true that the car dealerships had the best-trained mechanics. Twenty years ago it was a good career goal for a mechanic to "land a job at a dealership." They used to be the best equipped, best trained and best paid mechanics around.



The auto repair industry has changed. Cost-cutting by car manufacturers, layoffs and reduction or elimination of training budgets have left the dealerships behind the top independent shops in the area of technical training. Some small area car dealerships don't provide ANY training for their mechanics.

The biggest strength in any service facility is the service technician. Former dealership technicians have start a lot of independent service facilities to be in business for themselves. Because these technicians are from dealership service facilities, they have been factory trained before they left the dealer.

Once they go independent, they can continue keeping current with the latest repair techniques and advancements by taking private classes and getting certified, if they are not already, by the A.S.E. (Automotive Service Excellence).

The truth is many of the mechanics at the dealership are neither A.S.E. Certified or do they have any factory training. It has become a common practice at dealerships to just keep changing parts until the vehicle is fixed. It's pretty easy to do when the parts are all sitting on the shelf in the parts department. After all, they are the experts, right?

There is nothing more important than a competent mechanic, and you won't get to know your mechanic unless you go to an independent shop. Smaller facilities allow for direct communication with your mechanic. You are able to get to know your mechanic (among others) by name. He (or she) may become very familiar with your vehicle and anticipate issues or problems down the road.

At dealerships, you're often just a number on a computer printout, and you most likely won't even meet the mechanic. Particularly at larger dealerships, you'll have no idea who is working on your car, what his experience is or if the same mechanic will ever work on your car again. Recommendations for the future will probably be confined to whatever is on the manufacturer's or the dealer's own maintenance schedule and will be made by a service advisor.

4 Flat rate pay (also called piece work)

Have you ever wondered why an independent mechanic can often do a much better job on your car than the Dealership? Flat rate is a big reason. The flat rate system of repair estimating and billing isn't dishonest, but it does present some interesting problems at the Dealership.

There's something seriously wrong with the system. It's a system that rewards all the wrong things. This system rewards quantity, not quality. Mechanics become experts at cutting corners to beat the flat rate, something you can't really blame them for.

The flat rate system seems to be a one-sided scam designed to benefit the owner of the dealership at the expense of the mechanics and customers. Somebody who works slowly and methodically has no chance of making a living in this environment. The technicians are rewarded for how fast he or she works, not how well. Quality and customer satisfaction are advertising

slogans, not a way of life in the Dealership work place.

Unfortunately, there's a dark side to flat rate billing, and it comes from the top. Many mechanics will be paid based only on how many billable hours he accumulates. On top of this, management puts lots of pressure on the technicians to bill as much as humanly possible. If they fall below a certain number of hours per day, the techs have problems. And it doesn't matter *why* the day went slower. Left in a position where one slowed repair can put him behind, lose him money, and get the bosses breathing down his neck, some mechanics will rush the job and take short cuts. That's when the flat rate system can fail.

There are also a lot of techs that are in it only for how much they can get out of each customer. The dealership and the management are constantly pushing mechanics to make more hours (flat rate) and if they are not making the hours there is the possibility they could get fired.

5 Factory Parts and OEM

All parts are not created equal. this is true, the dealerships use this fact to their advantage. "You should only use quality factory parts to insure your cars top performance." so they tell you. The Big Secret they keep is, What factory actually made the parts.

Believe it or not most carmakers do not manufacture and produce the parts they use to build their automobiles. Most carmakers use outside independent companies to help them design the parts used in their cars. Carmakers then put them in their own boxes with their logos to make you believe that you are buying a part that the carmaker made itself. This could not be further from the truth.

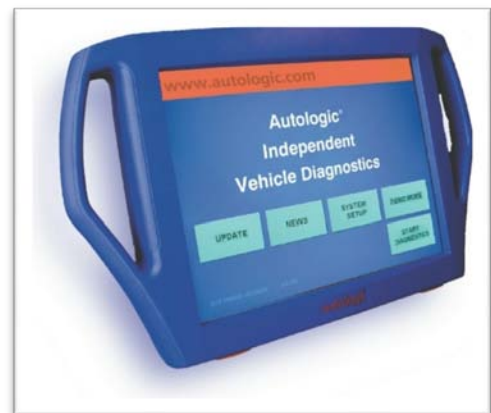
After a certain time frame the actual manufacturers of these parts are allowed to sell them to other wholesale distributors for resale. these parts are available to all independent shops and to be sold to the general public? However they now come packaged in a box with the name of the actual manufacturer of the part. just put into a different package and usually sold up to 70 percent cheaper than the dealership charges. In most cases the part will be identical with the exception of the packaging. You can save

yourself a lot of money and keep factory performance by taking your car to a shop that uses OEM parts, short for Original Equipment Manufacturer.

6 Equipment and Scanners

It's true that the dealership has all the equipment required to repair the vehicles they sell. It's also true that there are many independent shops, tire stores and muffler and brake shops that do not have the same equipment as the dealer.

What most people don't know is that any top quality independent shop can choose to buy the same equipment as the dealers use. specialized tools and scanners to read computer faults and diagnostic software is all available to the Independent shops.



Worried that a Independent shop won't know how to fix your car's problem? Don't be. Thanks to new software programs, today's independent shops are privy to the same technical and repair information as dealers.

In the past five years, independent shops have caught up to dealers in terms of information The independents these days have the same computer system, same records, same level of service as the dealer.

A good independent shop may know just as much about a technical service bulletin on your car as a dealer does. Manufacturers publish technical service bulletins to assist technicians in diagnosing and repairing problems in cars, trucks and sport utility vehicles

7 Cashier and Shielding Technicians

Ok, finally we reached the end of our trip through the untold secrets at the dealership. is that it? No way the best secret is waiting for you as you try to leave and take your car home.



the Cashier is the last stop before you leave. this is someone that has no idea why you are there or anything about your vehicle or the service it requires. their job is to collect the money. the service Adviser may have sent you to the cashier after a short follow up. but you're still there alone.

if you should have any problems or questions about the cost of service or why the repairs were done, good luck! the cashier will have to send you back to the service adviser or maybe the Service Manager. you will never be able to talk to the mechanic that worked on your car. he will only be a number on the invoice. You will undoubtedly end up paying and leaving with unanswered questions. for peace of mind you remind yourself that they are professionals and that they only have your best interest at heart and would only do what's needed for your vehicle. doesn't help much does it?

What if Shores Automotive Inc. could Offer You a More Affordable and Personalized Alternative to Dealership Service. Would You be Interested?

Call Us today. Talk directly with the Expert Technician working on your car. receive a full estimate on all needed repairs and services. You decide what work will be done and SAVE.

“You can trust us to do the job for you.”

