



15TH STREET AUTOMOTIVE FLEET SERVICES

Dear Fleet Manager,

At 15th Street Automotive, we realize that your fleet is an important part of your business. When your vehicles are down, they are not producing for you. We understand the special needs of our business fleet customers. By having your fleet routinely maintained, their life span is enhanced and unnecessary breakdowns can be prevented. We know that you have many choices when selecting a service provider for your fleet. We appreciate your consideration of 15th Street Automotive for all your fleet service needs.

Fleet managers face great difficulty when tracking the service history of all their vehicles and performing the need repairs within an often tight budget. We also have convenient scheduling to reduce downtime. Some of the benefits we have to offer are listed below and in the following pages.

- Priority service for minimal downtime.
- Competent Automotive Service Excellent (ASE) Certified Technicians
- State-Of-The Art tools and equipment
- Computer tracking of vehicle maintenance history
- 24 month/24,000 mile warranty – *Best warranty in the area.*
- Computerized technical support including internet access to manufacturer's websites

We look forward to working with you to meet your fleet maintenance needs.

Thank you,

Steve Swanlund
President
15th Street Automotive

This presentation package includes:

- Mission Statement
- Business Philosophy
- Environmental Statement
- Professional Technicians & Guaranteed Customer Satisfaction
- Business Description
- Industry Affiliations
- Total Fleet Service Program
- Our Fleet Care Program: Keeping Your Vehicles Productive
- Getting Started

Mission Statement

We at 15th Street Automotive are committed to offering you, our customer, the highest professional automotive service and repairs available in the industry. We strive to provide you with quality service in a timely manner and at a competitive price.

15th Street Automotive is here to offer the community a convenient, professional, ethical auto service center that is driven by a dedication to uncompromising personalized customer service. Our commitment to continuous improvement of both service and product will be the road map to our future success.

Business Philosophy

We at 15th Street Automotive believe it is our responsibility as professionals in the automotive industry to support and uphold our standards to meet or exceed industry standards. We are committed to maintain a highly ethical and sound business practice to meet and exceed our customer's automotive needs.

Through the use of:

- Quality replacement parts that meet or exceed OEM standards.
- Certified technicians to perform quality repairs in a timely manner.
- Up-to-date training and equipment to service today's vehicles and stay current with industry standards.
- Electronic vehicle history for better customer service.
- The latest in electronic and online information and diagnostic systems to repair and maintain your vehicle.
- A proper diagnostic procedure to service today's vehicles.
- The use of factory maintenance schedules and preventive maintenance based on past vehicle performance.

We feel it is our responsibility to offer the customer all of the results found during any vehicle inspections, vehicle service or repair. This way you, the customer, have the information to make an informed decision in maintaining and repairing your vehicle. With the investment you have in your vehicle, safety, longevity and proper performance are our main concerns. At 15th Street Automotive we combine old-fashioned customer service with state-of-the-art diagnostic equipment, modern facilities, highly-trained Service Advisors and ASE Certified Technicians.

Many of our long-term customers have come to us looking for a shop that will care for them – some have come for reasons of trust – and they stay because they found both. Long-term or not, the service our customers receive is second to none which makes our “modest shop” the best in the Puyallup area.

Every day at our shop we focus our attentions to our customers. Every customer is important, every job is important – no matter how big or small the service might be. We believe that it's the little things we do for our customers that make a big difference and add quality to our services.

Our customers have often told us that we take care of their vehicles like they're our own. When customers come to our shop looking for quality people and service they can trust, rest-assured we go the extra mile to prove to you that our modest shop can provide BIG service.

Environmental Statement

15th Street Automotive is a 5-star certified EnviroStar repair facility. We will continue to actively work as a professional automotive repair business to reduce our impact on the environment. This can be accomplished by using the current recycling methods available and continuing to educate ourselves as well as our customers in this matter. This responsibility falls on all of us and should not be taken lightly.

Business Description

15th Street Automotive believes in providing excellent service to all who come through our doors. We offer a full range of vehicle services, preventive maintenance and repairs on most vehicle makes and models. Our courteous and professional staff is committed to offering you the best automotive service possible.

We know how much you depend on your vehicle. Our expert technicians, service advisors and management staff strive to offer the kind of service you deserve for all of your automotive needs. Our ASE Certified Technicians are trained and certified to perform diagnosis, repair & service on all systems of your automobile. They attend continuous, updated training throughout the year to keep their professional skills sharp and stay as current as possible with the rapid changes in the automotive industry.

We Offer:

- Conveniently open Monday – Friday, 8:00 am – 5:30 pm.
- One-stop service facility able to take care of all your fleet vehicles' needs.
- Clean customer waiting area, should you decide to wait.
- Night key drop box.
- We accept Visa, Master Card, American Express, and Discover credit cards.
- Approved local checks, check cards and cash.
- Our Highly Exceptional "Peace of Mind" 24 Month/24,000 Mile Warranty.
- Nationwide 12 Month/12,000 mile limited warranty through NAPA AutoCare Centers.
- Friendly, courteous service – our Fleet Clients receive priority service.
- Professionally trained staff – ASE Certified Technicians.
- Clean, state-of-the-art equipped shop.
- Our facility contains the latest service and diagnostic equipment available today.

To meet our customer's needs, we offer timely, professional service and repairs. We strive to accomplish this through great customer service and ethical, sound business practices while maintaining or exceeding professional industry standards.

We keep our tradition of customer-focused outcomes and service by hiring only the best ASE Certified Technicians, and highly-trained Service Advisors. We procure the best parts available and continuously train to make sure the job is done right the first time. We service most makes and models of vehicles and provide all repair and maintenance services needed for today's modern automotive service customers.

15th Street Automotive is a member of and adheres to the strict guidelines and Code of Ethics of the Automotive Service Association (ASA) and we are dedicated to our customers and their automobiles.

Professional Technicians and Guaranteed Customer Satisfaction

We are able to offer you the services outlined in this program because we have the people, the skills, and products to provide you with quality, professional, and consistent service. We take pride in having employees who are eager to learn, listen, and assist customers at all times.

Our technicians are highly trained and competent to professionally perform every service offered in our Fleet Care Program. They have been taught the hands-on knowledge and skills needed to service your vehicles and maintain proper records.

Everyone on our staff has been trained to courteously and efficiently communicate with customers. We are all dedicated to your complete satisfaction. Now is the time to take advantage of the preventive maintenance program that will keep your fleet productive and reduce your cost per mile.

Industry Affiliations

- 1. Authorized NAPA AutoCare Center:** NAPA is one of the largest parts distributors in the world. With the buying power associated with this company we are able to offer you the best prices for the best quality parts. We aren't a quality shop because we are a NAPA AutoCare Center; truth is we're a NAPA AutoCare Center because we are a quality shop.
- 2. Member – AAA Approved Auto Repair**
- 3. Member – Automotive Service Excellence:** To qualify as a Blue Seal establishment, a repair business must meet the following criteria: At least 75% of technicians must be ASE-certified. At least one technician must be ASE-certified in each area of service offered by the business. To ensure that professional certification credentials remain current, ASE reviews the status of each establishment annually.
- 4. Member – Automotive Service Association:** The Automotive Service Association is a group of quality auto repair shops that adhere to a strict code of conduct. The Automotive Service Association advances professionalism and excellence in the automotive repair industry through education, representation, and member services.
- 5. 5-Star Certified – EnviroStars:** Nationally recognized, the EnviroStars Program certifies businesses for reducing, recycling, and properly managing hazardous waste. The program was created in King County, Washington in 1996 and has expanded to include many additional counties in the Puget Sound Region.
- 6. Member – International Automotive Technicians' Network:** The largest network of automotive technicians in the works. The International Automotive Technicians' Network is a group of nearly 50,000 professional automotive technicians. The automotive professionals of this group exchange technical knowledge and information with other members from around the globe, sharing over 1,000,000 years of experience.
- 7. Bosch:** Bosch is the world leader in Diesel Fuel Injection. The technicians at 15th Street Automotive are Bosch Factory trained and authorized to perform factory warranties on your Bosch Diesel Fuel Injection systems.

Total Fleet Service Program

15th Street Automotive offers complete services on all vehicles including: cars, vans, light and medium duty trucks. We employ competent ASE certified technicians who specialize in all areas of service including the following:

- Electrical Services
- Computerized Testing
- Quality Maintenance Tune-Ups
- Emission Controls
- Minor & Major Engine Repair
- Air Conditioning and Heating
- Brake Repairs Including Anti-Lock Brake Systems
- Steering and Suspension
- On-Board Computer Systems
- Cooling Systems
- Transmission and Transference Repairs
- Diesel Systems Repair

All repairs include our Highly Exceptional “Peace of Mind” 24 Month/24,000 Mile Warranty. We also perform the required maintenance on your newer vehicles to maintain the factory warranty.

In addition, for our fleet customers we provide:

- Local Shuttle Service
- Computerized Billing
- Towing Available
- Priority Scheduling
- Computerized Vehicle History

Our commitment to you, our valued customer, is to provide the highest quality service at a reasonable price by a **Friendly, Honest, Quality** team of professionals.

Our Fleet Care Program – Keeping Your Vehicles Productive

Running a successful fleet takes a lot of planning, time, and effort. The need for maintenance services is never-ending. Preventive maintenance is critical in maintaining fleet efficiency and in reducing cost per mile. Costs must be monitored and controlled to make your fleet cost-effective.

We understand the responsibility you have in managing your fleet. We also understand the hassles. That’s why our **Fleet Care Program** has been designed to:

- Take the concern out of preventive maintenance.
- Reduce your fleet downtime.
- Lower your cost per mile.
- Increase your fleet’s value – a well-maintained fleet pays off in the long run.

Our Fleet Care Program uses quality people and systems to assist you in meeting your fleet needs. The key elements of our program are:

- Your fleet vehicles are maintained on a customized preventive maintenance schedule.
- Your vehicles are monitored on a mileage and time basis.
- Each vehicle receives a comprehensive bumper-to-bumper inspection with every service – free of charge.
- We use modern diagnostic equipment, the same equipment in the dealer’s bays.
- ASE Certified Technicians service your fleet.

These valuable components, combined with our commitment to customer satisfaction and service, will reduce your cost per mile.

Getting Started

Getting started is the easy part. We will need some basic information. We have listed some suggestions below. At that point we will schedule an appointment to address the needed service or repairs.

While the vehicle is in the shop we will perform a complimentary vehicle inspection and report to your fleet manager our findings. This will give you the general condition of your vehicle and help you in the planning of future services and repairs that may be needed. This will also give our staff the ability to get to know your vehicle and how it is used in your business. This way we will have the ability to make recommendations to keep your fleet performing at its best.

We realize many fleets may have specific needs. Our staff will be happy to assist in this manner if possible.

1. A list of vehicles that are on the plan. Including tag numbers and unit numbers or any ID numbers you may use. A list of drivers if needed.
2. The Billing address and any special instructions on how billing needs to be handled. (Such as P.O. numbers, marked attention to, etc.)
3. How Billing is to be paid, company credit card, company check or if your company wishes to set up a 30-day charge account, a completed credit application with prior approval will be needed.
4. Contact person and phone number to report to and authorize repair estimate.
5. If possible a past vehicle history and how the vehicle is used. This will help our staff service your fleet better and make recommendations in the future.

Our staff is always looking for ways to better serve our clients. If you have any questions or suggestions please contact us. We may be reached through our Contact Page on our website (www.15thStAutomotive.com); by email at manager@15thStAutomotive.com; or by phone at (253) 840-2250.

Thank You,

Steve Swanlund
President
15th Street Automotive