

Giannini's raises the bar on competition.

Saves consumers \$10,000 - \$20,000 guaranteed.



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by Josh Nelson

Kirkwood, Mo. – Don Giannini opened what one might consider to be a normal, everyday mechanical repair shop in 1989. By 2002, however, Giannini had begun to set his business apart from other repair

facilities by implementing a system of record keeping and maintenance scheduling designed to save his customers money while keeping their cars on the road longer.

“We help customers avoid any unnecessary repairs or expenses by caring for the whole car instead of just fixing a problem that they needed to have fixed,” Giannini said.

Part of what is necessary to provide this kind of repair, Giannini said, is a thorough history of his customers vehicles' service, repair and maintenance.

“We want to know every time you've ever had your oil changed, or had brake work done, or had any work done on your car at all,” he said, “because our system uses the vehicle's history to help design a maintenance schedule that conforms to the type of vehicle it is and the driving habits of the owner. This results in avoiding major problems in the future.”

This system of record keeping, Giannini said, helps his technicians diagnose problems and potential problems with vehicles more accurately and efficiently.

“It's amazing what this tracking system has taught us about automobiles overall,” he said. “Now we know exactly what problems occur, when they occur, and what we can do to help our customers avoid typical everyday parts from failing. This information is critical toward the prevention of vehicle

replacement and, ultimately, eliminating your car payment.”

Another critical element to this system, Giannini said, is the selection of parts and fluids that he uses in his customers' vehicles.

“We're a NAPA AutoCare Center,” he said, “and install OEM quality parts, many with lifetime warranties. This minimizes part failure and ensures long lasting repairs. We use BG for all of our fluids because of their lifetime warranty. Our goal is to help our customers maintain their vehicle properly by only using the highest quality parts and fluids with the best warranties.”

The final element to making a system like Giannini's work, he said, is to actively make his customers aware of the maintenance schedule that was designed for their car.

“We want to keep our customers informed of their cars' overall condition,” he said, “and by tracking our customers' repair history, we know exactly when any maintenance is due. The schedule is automated so that postcard reminders are generated whenever a customer's vehicle needs service.”

Giannini said he recommends that new car owners set aside approximately \$90 per month for regular maintenance, and if they follow their recommended maintenance schedule,



Owner Don Giannini stands outside of his storefront, where he has been tracking his customers' vehicle repairs since 1992.

they shouldn't have to spend more than an average of \$1,000 per year maintaining their vehicle.

“Our system enables our customers to literally budget the prevention of car payments for up to ten years past their current payoff,” he said. “If you pay a new car off in 60 months, and we can keep your car running great for 15 years for about \$1,000 a year, you get to drive 10 years worry-free and without a car payment.”

“Our shop offers everything from tire repairs to engine replacements,” he said. “Our systems cover all foreign and domestic diagnostics.”

“With the information that we keep in our database, we are able to know when and why parts fail on all makes and models of automobiles,” Giannini said. “We have put cars through testing to find out what services can be done to prevent costly repairs. Help prolong vehicle life which has been proven up to 300,000 miles. We assure our customers that by following our guidelines, we can ensure that their vehicle will remain in top shape and they will avoid replacing expensive components for the life of their vehicle.”



Craig Pemberton greets customers, enters maintenance records and recommendations as part of our commitment to our customers.



"Our Maintenance Schedule is Your Savings Tool!"

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