CAR CRAFTERS, Inc

Single Location: 600 Montano Rd. NE Albuquerque, NM 87107

Serving Albuquerque, New Mexico since January 2, 1982

50+ employees

50,000 sq ft

65+ car bays

100+ customer vehicles/wk

$2,200 average repair ticket

$10.0 million gross revenue

I-Car Gold Class Platinum Certification (Since 7/8/91)

ASE Blue Seal of Excellence 1999

PPG Certified First Shop

UL Approved

Good Housekeeping Seal of Approval

From Start to Finish,

The BEST in the Business

Daily, Car Crafters works to be the repair shop of choice for customers, insurance companies, and employees, while providing the highest quality and safest repairs available today.

Car Crafters is a constantly growing company founded on pursued dreams along with dedicated, hard-working employees making it the successful company it is today. Owner and first technician of Car Crafters, Jim Guthrie, started as a teenage boy in his parents' garage. His parents told him to "either focus on college and become the dentist you've always wanted to be or find a shop and move out of our garage." From then on Jim pursued his love for repairing and customizing cars.

Jim rented his first shop and opened for business on January 2, 1982, the first official Car Crafters' business day. Through hard work and good people the business doubled in two years and expanded to the building next door. Soon after, Car Crafters had the opportunity of moving to a new, more retail location in a growing part of town. The business took off once again and with the addition of insurance work, expanded twice in five years. At the end of the five-year lease, Car Crafters moved to a 20,000 square foot building on McLeod where the young company continued to grow for the next eighteen years, learning from its mistakes daily.

Car Crafters gained popularity through great customer and insurance relations, dedicated employees working efficiently, and obtaining the newest available equipment to insure the best repairs. In February of 2007 the company outgrew its bulging doors and moved into a beautiful, purpose-built, repair facility on Montano Road. This new facility is excellent for business and allows for a more efficient, professional repair process. The lobby is comfortable with complimentary Java Joe's coffee and Otis Spunkmeyer cookies. Geico, Farmers, and Progressive insurance adjusters are onsite including Enterprise Rental for

the convenience of customers during the repair process. The beautiful, 50,000 square foot building allows for a large repair capacity and much needed breathing room.

Car Crafters is based on honesty and integrity. When dealing with Car Crafters, many insurance companies find their Direct Repair Program goals exceeded because they provide the safest repairs for the most reasonable cost, in the shortest time frame, benefiting both the insurance company and their customers. Car Crafters goes the extra mile by completing a thorough detail before any vehicle leaves. Jim says “give the customer more than they expect and they will tell their friends.” It is for their specific care of every customer and their vehicle that Car Crafters continues to grow today.

The “discovery bay” is one of the most important components to their successful and timely repairs. In the discovery bay all vehicles are meticulously disassembled and estimated to get all supplemental damage on the initial estimate. This eliminates multiple parts orders and repeating the administration cycle. The discovery bay includes three drive-on lifts, two larger lifts for the crippled vehicles, and computer stands to take technology to each car and write the estimate/supplement at the vehicle. This process is much more advanced than removing bumper covers, as additional parts or sheet metal is carefully removed to view all structural and mechanical damage as well. This “upfront focus” is one aspect of a repair shop that is widely overlooked but one of the primary reasons for Car Crafters’ reduction in cycle time and increase in safe, quality and profitable repairs.

All the technology and state-of-the-art equipment is not all; the employees at Car Crafters form one big family. Through trial, error and hard work, Car Crafters has found what it takes to be a successful repair business-it’s our culture! That culture is our dedication and respect towards customers and employees, combined with our Christian morals and family values. That culture is the key to Car Crafters’ success. Our culture is unlike any other, come experience it!