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FATHER/SON DUO OF ALBUQUERQUE'S LARGEST COLLISION REPAIR CENTER
FEATURED IN NATIONAL MAGAZINE

Jim & Sean Guthrie lean on intergenerational learning for growing their multi-site Car Crafters business

ALBUQUERQUE, N.M. – Jan. 26, 2018 – Father and son team, Jim and Sean Guthrie, of Albuquerque, New Mexico-based Car Crafters share their unique perspective on the company's intergenerational learning environment in THE KNOWLEDGE ISSUE of *COLLISION REPORTER* a quarterly magazine powered by I-CAR (https://www.i-car.com/collisionreporter/January_2018/index.html). I-CAR, the Inter-Industry Conference on Auto Collision Repair, is an international not-for-profit organization dedicated to providing the information, knowledge and skills required to perform complete, safe and quality repairs for the benefit of consumers.

Jim Guthrie, Car Crafters' founder and president, and member of I-CAR's Board of Directors, and his son, Sean Guthrie, Car Crafters' director of operations, provide valuable insight in "*Lessons in Inter-Generational Learning*," explaining how learning from each other is an effective tool for a successful collision repair business.

"We're humbled and honored to have our culture of intergenerational learning featured in I-CAR's national magazine as an inspiration to others," said Jim.

While the Guthries are separated in age by three decades, their business approach is systematically aligned and their ability to learn from each other is genuine.

"We balance each other so we make the best decisions," said Sean. "We don't let emotion override business realities."

"It's all about trust and communication. At home, it's dad and son; at the shop, it's boss and employee," quipped Jim.

The father and son duo, who have worked alongside each other for 11 years, say the foundation of their strong relationship is naturally rooted in their passion for cars and competition. Jim raced everything from dirt bikes to Indy Cars, and Sean followed in his father's footsteps racing the Indy Lights series. Jim and Sean's memories -- on and off the race track -- serve as fundamental life lessons that are quintessential in Car Crafters' workforce.

The Guthries' appreciation for each other's varying views sets the stage for the staunch intergenerational learning culture at Car Crafters. Their sincere respect and ability to approach situations with an open mind inspire fellow colleagues, who often encourage their own family members to apply for openings at Car Crafters.



“Our colleagues teach us all the time,” said Jim. “We encourage new ideas and new strategies from every area and position in the business.”

This year marks Car Crafters 36th year in business. Jim and Sean Guthrie attribute their success to learning from each other, empowering employees and ensuring open and honest communication among all within the company.

When asked about the future of Car Crafters, Jim focused on the employees: “We’ve got a great team here, and it just keeps getting better.”

COLLISION REPORTER is the industry’s leading resource supporting the evolving needs of the Collision Repair Inter-Industry. For more information about I-CAR, please contact Stacey Wesselink, director of marketing at I-CAR at (847) 463-5293.

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