

STUPID! STUPID! STUPID!

I can't believe how stupid I am. I'm writing because I'm afraid you may be stupid, too. For years we have been told that DRP Repair Programs were what our customers wanted. Customer satisfaction surveys showed DRP's were a great service and customer satisfaction was what was needed if we were to survive. Aren't we stupid! Where is this information coming from? The same group that calls aftermarket parts quality replacements?

We must all get copies of Consumer Reports October edition. There is an article on page 34 that deals with saving on car insurance. Refer to page 36 and read the section "Watch crash repairs closely". In the Consumer Reports survey, respondents showed satisfaction with repairs was SIGNIFICANTLY LOWER among those who felt pressured to use DRP shops and Non-OEM parts. That's quite a bit different from the lie that we have been told. Man are we stupid! We should have known better.

Show your customers the truth. Show them what Consumer Reports think about aftermarket parts! On page 35 under the section "Are low cost replacement bumpers safe?" the bottom line states that if your car had been repaired with aftermarket parts, demand they be replaced with original equipment.

*We can use this edition as a tool to help fight for a proper repair and gain true customer satisfaction **OR** we can hope that they will never find out the truth. I think the latter sounds pretty stupid to me.*

Respectfully,

*Eddie Lupinek
Eddie's Auto Body*