

CELEBRATING OUR SECOND LOCATION

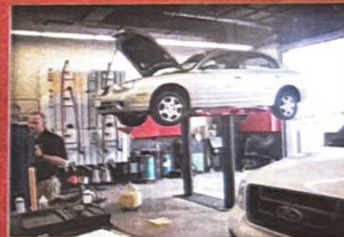
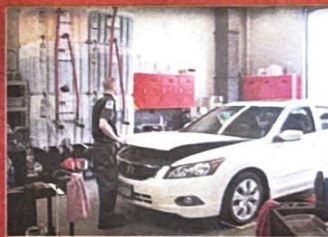
GRAND OPENING



Now Open at 1420 Civic Center Drive NW, Rochester, Minnesota

JOE'S AUTO & TIRE

Joe Peter, Owner



1420 Civic Center Drive NW • 507-281-7970 • www.joesautocare.net



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Joe's Auto Care was built for customer service



Twelve years ago, Joe Peter opened his business, Joe's Auto Care, in Rochester with a straightforward philosophy of doing his best for customers.

Since he was a teenager, he had worked as a mechanic for automotive repair shops in Rochester and Zumbrota.

"I was a tech and decided that customers can have a better service," said Peter, 41.

He opened Joe's Auto Care in 2000 with only \$5,000, his tools and two technicians. He leased half of the building that houses the People's Food Co-op. Then, he moved the business next door, where it is today. He expanded that location in 2010.

Recently, the Rochester native added a second location nearby, Joe's Auto & Tire.

Today, his two shops have a total of 14 car bays and he has 20 employees, including his service manager and brother, Jayson Engle, who has worked with him since the beginning.

One-stop shops

The shops work on nearly all makes and models, plus they offer towing and a complimentary shuttle service. The goal is to provide customers with an automotive one-stop shop, so they don't have to take each of their family members' vehicles to different dealerships for service.

"I feel like we can get to know your family vehicles and needs, all in one place," Peter said.

Compared to dealership repair centers, Peter said his shops can offer lower labor rates and lower costs for parts, plus "a more personable service, a higher level of customer care for the vehicle and for the customer."

He offers a 24-month, 24,000-mile warranty for most repairs.

Trained staff

A major foundation of Peter's business is training his staff. For customers, this results in quicker, more accurate repairs.

"We can do first-time repairs, where hopefully the customer doesn't have to come back," he said. "...We try to put our customer's time as a priority."

His technicians each receive 75 to 150 hours of ongoing training each year. They are certified through a Baltimore-based non-profit, the National Institute for Automotive Service Excellence, or ASE.

Eight of his team members, including Peter himself, are trained as Master ASE-Certified Technicians, meaning they have eight levels of achievement.

"That's a goal for all of them," he said. "That's a standard that's recognized in the industry."

Technicians are tested every five years to maintain their certification and stay on top of new automotive technology. Common training areas on his staff include engine performance, steering and suspension, brakes, heating and air conditioning and electronic and electrical systems. Three technicians are trained and certified to work on hybrid vehicles.

In 2006, Peter was nominated for the NAPA/ASE Technician of the Year national award.

The code of ethics

His team follows a code of ethics from Tech-Net Professional Auto Service. The code includes pledges to keep customers well-informed of their vehicles' repairs and to price services fairly.

Tech-Net Professional Auto Service is a network of locally-owned, independent auto service providers. Peter serves on its 12-member national advisory council, which makes recommendations to approximately 7,400 affiliated shops in North America about training programs and marketplace issues.

A top shop with a heart

Joe's Auto Care works with the Automotive Training Institute, which supports auto shops with the business side of things, such as pricing, marketing and customer retention.

In 2009, 2010 and 2011, Joe's Auto Care was recognized by ATI as one of the top 12 auto repair shops in North America. The award's selection process considers sales, business performance, involvement with ATI and the industry, the work culture that the owner creates and community involvement.

In 2009, ATI nominated Joe's Auto Care for a humanitarian award after their representatives contacted Peter to ask if he would help a boy who was coming to Rochester to have an experimental heart surgery at Mayo Clinic.

For more than a month, Peter shuttled him regularly to the clinic because the hotel shuttle service didn't start early enough. He sent his children — Caleb, 12, and Brianna, 9 — to visit the boy in the hospital while Peter

and his wife, Angela, a Mayo Clinic employee, sent meals.

Peter's goal is to partner with a non-profit organization once per month. In the past, he has given donations to organizations, including the Gift of Life Transplant House and the Cruise motorcycle benefit ride for the Ronald McDonald House. He has sponsored Rochester youth sports teams.

"We utilize their services, so it's great that they're willing to give back to the community," said Vicki Allen, executive director of Gift of Life Transplant House.

Charitable promotions are posted on Joe's Auto Care's Facebook page.

"We've done some good things," Peter said.

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Ruth S.

As usual, Joe's did a great job with my car. Will always bring my car to Joe's.

Larry/Kirsten M.

Jayson is the best. He got me a NAPA coupon also for my parts and I saved another \$25 on my repair order. Joe's is working hard at trying to keep your care repair cost as low as possible. Thanks.

Douglas K.

First visit at Joe's. Informative, friendly, and helpful service. Thanks so much!

Michelle B.

As always, great service at Joe's!

Anonymous

I had a great experience at Joe's. I will go back again.

Anonymous

All repairs done well. Jayson kept in contact, and the work was done satisfactorily.

George W.

Our Bug is not easy to fix, so thanks for always making it work.

Darin/Beth N.



CONGRATULATIONS TO THE ENTIRE PROJECT TEAM

Weis Builders congratulates
Joe's Auto & Tire on the opening
of a second location.



GRAND OPENING

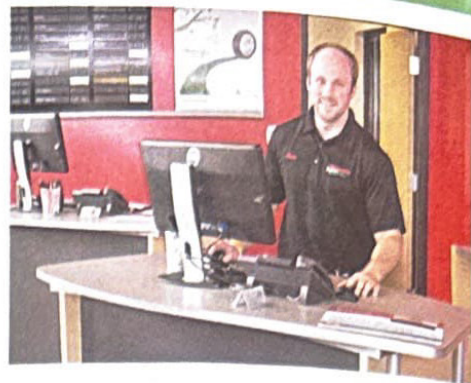
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OUR
STAFFJayson Engle
SERVICE MANAGER

Our Service Manager Jayson has been on the Joe's Auto Care team since 2001 and is usually the first smiling face our clients see when coming to Joe's. He trained at the highly accredited Automotive Technical Institute in Baltimore, MD where he completed his service writer's courses at the top of his class. A newlywed, Jayson's interests involve softball, fishing, golf, blackjack and he is also our on-site comedian.



The employees at Joe's ...serve

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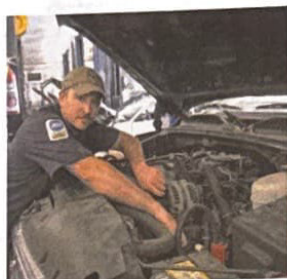
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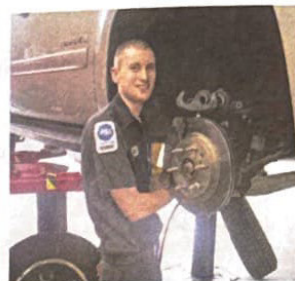
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Steve Ellefson

**CERTIFIED ASE MASTER
TECHNICIAN**

With 18 years of experience, a two-year Technician's Degree in Automotive Repair from Rochester Community and Technical College, and an additional third year of Automotive Diagnostic Technician Training at Alexandria Technical College, this ASE Master and L1 Certified Technician is a great asset to our team!



Nick Espy

CERTIFIED ASE TECHNICIAN

Nick has over 4 years of automotive experience; this includes a Diesel Mechanic Degree from Alexandria Technical College, Alexandria, MN.



Keith Groth

PARTS MANAGER

Keith is an ASE Certified Master Technician with 32 years of automotive experience, including a Technician's Degree in Automotive Repair from Winona Area Technical College and Master Certification in Advanced Engine Performance Diagnostics.



Michael Parsons

CERTIFIED ASE TECHNICIAN

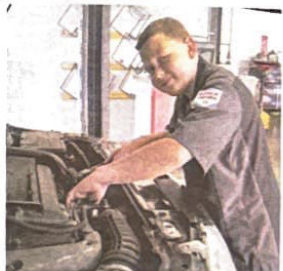
ASE certified with over 10 years experience in the automotive industry, Michael is a valuable asset to the team at Joe's.



Ted Perzyski

**CERTIFIED ASE MASTER
TECHNICIAN**

Ted has 34 years of automotive experience, including a Technician's Degree in automotive repair at Rochester Community and Technical College, Rochester, MN.



Caleb Peter

SHOP ASSISTANT

Caleb, the youngest member of the Joe's Auto Care team, is a full-time 7th grade student. He has worked part time at the shop since 2009, delivering parts to technicians and performing shop clean-up, vehicle clean-up, putting tires away, mowing the lawns, and many other needed tasks.

Brent Stockinger

SERVICE MANAGER

Brent Stockinger came to Joe's Auto with over 12 years of experience in the automotive field and is our resident tire and custom wheels expert. He recently completed both service writer's training and shop owner/manager training at the highly accredited Automotive Technical Institute in Baltimore, MD. Outside of work, Brent enjoys detailing vehicles, going to car shows, going to the gym, and doing work around his house.



Heather Kester

OFFICE MANAGER

Heather, a new Rochester resident, is Joe's Office Manager. In her position, she oversees several business details such as accounting, social media, human resources, marketing and advertising. When she is not at the shop, Heather and her husband James (an Edina, MN native) enjoy traveling to warmer places and spend as much time as possible visiting her family in Omaha, Nebraska.

ving our customers everyday.



Matt Jarland

SERVICE ADVISOR

Matt's goal is to make sure our customer's needs are met the first time, every time.



Jon Kettner

CERTIFIED ASE MASTER TECHNICIAN

An automotive expert for over 10 years, Jon is a certified Master ASE technician. He also recently traveled to Portland, Oregon for one week of training and earned a certification in the repair of hybrid and electric vehicle systems.



Nikki McConnell

SERVICE ADVISOR

As a Service Advisor, Nikki works hard to ensure every customer's needs are met with superior quality service.



Alex Riess

CERTIFIED ASE MASTER TECHNICIAN

Alex also has a two year Technician's Degree in Automotive Repair from Riverland Technical College.



Steve (Roady) Roadway

SERVICE ADVISOR

With over 30 years experience in the automotive industry, Roady enjoys working with people and strives to provide them the best in customer service!



D'Angello (Dee) Williams

SHOP ASSISTANT

Dee has worked around Joe's off and on for a few years. He can be found painting, performing shop clean-up, vehicle clean-up, putting tires away and many other necessary tasks.

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Joe's Auto & Tire

1420 Civic Center Dr. NW
507-281-7970



Joe's Auto & Tire opens for business

Joe Peter opened his second auto service repair shop in Rochester — Joe's Auto & Tire — on July 2, and it's already setting its mark of distinction.

According to Peter, the new shop has just been named a Bridgestone Five-Star Certified Automotive Service Retailer.

"We're approximately the 20th store in the country that has met the five-star requirement," he said. "The Five-Star stores must meet the most stringent requirements in training, personnel and customer service."

The certification is also based on tire product quality and selection, as well as service technology and equipment.

Joe's Auto & Tire will handle quick services that take less than an hour or two, such as

those relating to oil changes, transmission fluids, air conditioning systems and alignment. The 6,000-square-foot building has four car bays and three technicians. Longer services will continue to be done at the original shop, Joe's Auto Care.

"We wanted to have a building for tire storage, specialized equipment, expanded customer waiting area and quickly-performed maintenance," said Peter.

Tires

Peter's new shop stands out with its large inventory of all types of tires: 3,000 tires are on hand. Among them are ultra high performance tires and run-flat tires.

"With a tire purchase, there's more to

it than buying rubber. The vehicle needs alignment. We offer a free alignment check with every purchase," Peter said.

Without having an alignment check, a tire's warranty could be void, said Peter.

With any purchase over \$25, Joe's Auto Care and Joe's Auto & Tire gives customers a one-year towing roadside "rescue program," nationwide. The shops also have a road hazard warranty on tires, so that if the tire is punctured by a nail or is otherwise not replaceable, the warranty will repair or replace the tire.

The shop can fill tires with nitrogen, which Peter said helps the fill last longer, keeps the tire pressure more stable and allows less leakage and corrosion compared to compressed air. The process of compressing air also compresses moisture, which is corrosive to the tire pressure monitoring sensors and the bead sealing area.

"They've used it (nitrogen) in race cars for years to gain performance," he said.

Environment-friendly options

Joe's Auto & Tire also caters to customers who want to use natural products and protect the environment.

Since his flagship location, Joe's Auto Care, has been a 10-year neighbor to a natural food store, now the People's Food Co-op, he has developed a clientele that cares about a healthy lifestyle and planet, including a high number of people who drive hybrid vehicles. Peter recognized a growing segment of the population who care about the fluids and oils going in and out of their vehicles.

The new shop offers Eco-Power motor oil, which contains 85 percent re-refined, used oils blended with new motor oils. It's priced

between the conventional and synthetic oils, and out-performs the conventional oil, Peter said.

"It's better for the environment, better for the engine," said Peter.

Used motor oils can be burned for heat sources, a process that emits carbon, but re-refining the motor oil recycles it back for automotive use.

Joe's Auto & Tire has pledged to recycle a tire for every tire sold. Recycled tires are ground into chips that can be blended with asphalt for roads or be used in tennis courts or landscaping mulch.

"We don't want them ending up in ditches," Peter said.

Among their tire inventory is the Bridgestone Ecopia, a tire made partially from post-consumer products.

According to Peter, Bridgestone Ecopia tires provide a fuel savings on average of five percent compared to conventional tires due to lower rolling resistance. The Ecopia comes in more than 50 sizes.

"We stock every Bridgestone Ecopia made," he said.

The shop's focus on "green" services is a part of the business that is here to stay.

"I definitely think it's something we are going to try to stay on top of in the future... we want to give our customers a green alternative if it is available," Peter said.

The store is designed to capture storm water runoff so it doesn't flow directly into a nearby creek. Peter also put in high-efficient lighting and equipment. Their state-of-the-art, specialized equipment includes systems that are better for working on hybrids, he said.

Upcoming events

His staff is planning an Indy car event for this fall, a women's car care clinic in September and a shopping spree in October. Watch for grand opening specials and events in September.

The new shop is located at 1420 Civic Center Drive. Hours are 7 a.m. to 8 p.m. Monday through Thursday, 7 a.m. to 6 p.m. on Friday and 9 a.m. to 3 p.m. on Saturday.

Best wishes.

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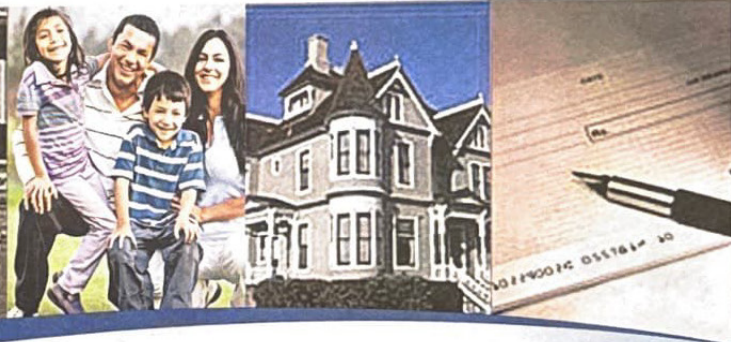
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Four convenient local locations: 102 South Broadway | 1336 Apache Drive SW | 5600 Highway 52 North | 10 25th Street SE

www.sterlingstatebank.com



Joe's Auto Care is proud to announce their participation in the upcoming "NAPA Get Back and Give Back" promotion in support of the Intrepid Fallen Heroes Fund.

Founded in 2000, the fund has raised close to \$120 million in support for the families of military personnel lost in service to our nation, and for those severely wounded in performance of their duty in Afghanistan and Iraq. The fund's current focus will enable military personnel to receive state-of-the-art medical treatment for traumatic brain injuries and post-traumatic stress. More information about this cause can be found at www.fallenheroesfund.org

During the months of July and August, Joe's customers who purchase qualifying batteries, starter motors or alternators will be eligible for NAPA Visa rebate card by mail ranging from \$5.00 to \$25.00. For every qualifying part installed, \$2.00 will also be donated to the Intrepid Fallen Heroes Fund by the manufacturer/distributor of the part.

Our customers will also be able to "Get Back" or "Give Back" all or a portion of their rebate (in \$5.00 increments) to the fund. Additionally, each participating customer will receive a NAPA "We Believe in Heroes" t-shirt that Joe's employees



will be wearing in support during the promotion as well.

Best of all, Joe's will match ANY AND ALL contributions to the fund made by their customers!



Visit Joe's Original Location

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923 Sixth Street NW
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Visit Joe's New, Second Location

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Monday - Friday 7AM - 8PM,
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New 'green' auto repair shop is ready to roll in Rochester



HEARD ON THE STREET

JEFF KIGER

jkiger@postbulletin.com

Joe Peter turned the key this morning and fired up the new "vehicle" for his business.

The second Rochester location of **Joe's Auto and Tire** hit the accelerator at 7 a.m. today. The new 55,000-square-foot auto repair center at 1420 Civic Center Drive N.W. offers full mechanical services, like the original Joe's, which is nearby at 923 Sixth St. N.W.

The Sixth Street shop, which is near the **People's Food Co-op** store, will remain open, so both repair centers can complement each other.

Besides the higher visibility, the new Civic Center Drive site will steer for a

more "green" focus, with environmentally friendly equipment and products. It will also offer repair and maintenance services for hybrid vehicles.

It will be open longer hours than the other site as well as being open on Saturdays.

"The new facility is designed to be highly efficient for quick vehicle turn around," Peter says. "We're trying to broaden the scope of our services."

After demolishing a former **Valvoline Oil Change** building, construction of the new center by **Weis Builders** clicked along this summer like a well-tuned engine.

Peter has done something very few businesses have in Rochester — open ahead of schedule.

Joe's has about 20 employees now staffing both locations.

Biz buzz

On July 16, an online real-estate auction of a former Rochester night spot will kick off.

The building that last housed **Billy Mac's Booze & Food** at 3342 19th St. N.W. in the **19th Street Business Park** is going on the auction block at www.auction.com.

The 6,096-square-foot, stand-alone bar and restaurant has stood empty since Billy Mac's closed its doors at the end of June 2010. It was known as **The Sandtrap** before the switch to Billy Mac's in 2007.

Built in 2003, bids on the building are slated to start at \$150,000.

Columnist, blogger and reporter Jeff Kiger tracks business action in Rochester and southeastern Minnesota every day in Heard on the Street.



PostBulletin.com

for links to related websites