

ROUTE 422 Business Advisor

APRIL 2019

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

*The award-winning team at CJ's Tire & Automotive
- King of Prussia*



EMISSIONS TEST AND EXEMPTION FEES	
All test fees include the cost of labor for the inspection, but not the cost of parts, repairs and adjustments. No additional charge shall be made for one re-inspection, if necessary, within 30 days of the original inspection at this station.	
All prices include a Program Management Fee (PMF) of \$1.65.	
EMISSIONS INSPECTION	EMISSIONS INSPECTION FEES FOR VEHICLE OWNERS 65 YEARS OLD OR OLDER
PASS OR FAIL	PASS OR FAIL
Tailpipe Test	Tailpipe Test
Dynamometer	Dynamometer
On-Board Diagnostics (OBD) Test	On-Board Diagnostics (OBD) Test
Visual Inspection	Visual Inspection
New Car Exemption	New Car Exemption
5,000 Mile Exemption	5,000 Mile Exemption
20,000 Mile Exemption	20,000 Mile Exemption

CJ's Tire & AUTOMOTIVE

Better. Faster. More Affordable.

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CJ's Tire & Automotive

Better. Faster. More Affordable.



When it comes to purchasing tires and automotive services, individual consumers and commercial fleet operators have several options.

On one hand, the local independent service station may provide familiarity and offer reliable trustworthy service. But in many cases, they are ill equipped to handle the capacity and complexity required, particularly for commercial accounts, and prices can be all over the map. On the other hand, car dealerships have the capacity, training and modern equipment needed to service today's complex "computerized" vehicles, but not necessarily the best prices or personal attention to building customer relationships.

CJ's Tire & Automotive eliminates those drawbacks and combines the best of both worlds. "It starts with our mission statement," explains Bill Bainbridge, Vice President of Marketing. "CJ's Tires & Automotive is changing more than tires. We are committed to providing exceptional service to our customers, developing career opportunities for our employees and giving back to the local communities in which we conduct business."

The key word is "commitment," Bainbridge said. "We want to provide a very different customer experience than what you would typically get at another tire and automotive service dealer, and different from what you would get if you go back to the car dealer where you bought your car. We want to be an alternative to those options."

Bainbridge points out that the generational tradition of using the same mechanic for 30 years "is kind of passing by, particularly with newer customers in that 25-35-year-old (demographic)," he said. "They are looking for some place that is convenient. They are looking for some place that they can trust. And they are looking for some place that offers them value."

CJ's Tire & Automotive is a family-owned-and-operated business started in Birdsboro in 1971 by Paul Levensood Sr., better known as Skip, who strongly believed that he could provide better service than he had experienced at local tire shops.

KING OF PRUSSIA

See locations on page 10



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY

TIRES & MORE!



CJ's Tire & Automotive Provides Complete Vehicle Care, Including:

- Tires & Tire Services
- Valvoline Full-Service Oil Changes
- PA State (Safety) Inspections and Emissions
 - Wheel Alignment
- Brake Services
- Manufacturer's Scheduled Maintenance
- Transmission Services
- Duracell® Batteries
- Fuel System Cleaning
- Exhaust System
- Diagnostic Services
- Steering/Suspension
- Coolant Exchange
- Fuel System Service
- Air Conditioning Service
- Custom Wheels
- Tune-Ups
- Belts & Hoses
- Air and Cabin Filters
- Windshield Wiper Blades

In 1973 Skip bought out his partner and immersed himself into C&J Tire full-time. By the end of 1974, the store celebrated its first year "In the Black." In 1991, the name C&J Tire evolved into CJ's Tire & Automotive Services. That same year, Skip opened a second location in West Lawn, followed by New Holland in 1993 and Lititz in 1994. From just four employees in 1971, CJ's now has more than 200 full- and part-time devoted sales associates, tire and automotive technicians, managers and administrative staff. Today, Skip serves as company CEO and his son, Paul Jr. serves as President. CJ's has developed into a thriving entity and has become the local market leader in tires and automotive services, with 17 locations in Southeastern Pennsylvania.

"Skip started the business because he thought there was a better way to do things," Bainbridge said. "As we are growing, we're still guided and motivated by that objective. When we talk about changing more than tires, we want to be a different experience than our competitors on the independent side, and we want to be different than our competitors on the car dealer side," he said.

CJ's formula for success includes not only superior customer and technical service, but also competitive pricing and flexible payment options. "We don't want price to come between us," Bainbridge says. "We make a lot of effort to understand the competitive marketplace, and make sure that our everyday prices are competitive. We are not always the lowest-priced but, as a consumer, whether it is for tires or an automotive service, we are not going to let price come between us, so if you want to come to us because you trust us, but you want to get a price club's price or a national retailer's price, we promise we'll match that price, because we want to earn your business and your trust."

(Continued on page 8)



COMFORTABLE & FREE WIFI

**INDUSTRIAL / BUSINESS PROPERTIES
FOR SALE IN BERKS COUNTY**

ROUTE 29 AND SHIFFERT ROAD, Hereford Township, Berks County. 1.94 acres zoned Village Preservation (retail and offices are permitted uses). **\$109,900. Call Ed Brooks.**

TOLL GATE ROAD, Amity Township, Berks County. 8.9 acres zoned Light Industrial/ Office. Public sewer at site. **\$210,000. Call Ed Brooks.**

MONOCACY HILL ROAD AND LIMEKILN ROAD, Amity Township, Berks County. 60 acres zoned Planned Business/ Office/ Industrial. Public sewer close by. **\$975,000. Call Ed Brooks.**

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418 Main Street
Pennsburg, PA 18073
215-679-4200
www.BrodeAndBrooks.com



COVER STORY

(Continued from page 7)

CJ's offers interest-free financing on purchases of \$250 or more and additional perks such as coupon savings, gift cards and free oil changes through its **Advantage Rewards Program** for individual consumers. "That's our Loyalty Club," Bainbridge said. Club members are incentivized to not only come in for new tires every 30,000 – 60,000 miles, but also for annual state inspection, oil changes, and manufacturer suggested scheduled maintenance. "In the owner's manual inside the glove box of every new car when it's sold, there's a maintenance schedule," Bainbridge said. "That maintenance schedule is very important if you want to get the most return on investment for that vehicle."

CJ's also offers a **B2B Commercial Advantage Program** to help local businesses and their employees to save on vehicle maintenance costs. "B2B is an important part of who we are," Bainbridge said. "Whether it's a traveling person who has a fleet of one, or a local contractor with five or six vehicles, or a national account with pre-determined pricing, we can take care of their business within the markets we serve. Commercial Advantage is our program that recognizes that using vehi-

cles as part of their service work or selling is an important part of what many businesses do," he explains. "Controlling the cost is important. With our Commercial Advantage program, you are assured you are going to get quality product and service, good advice, and you're never going to be over-sold. And we're going to make sure that our pricing is standardized, so you can project and predict what it's going to cost to maintain that fleet, whether it's a fleet of one or one hundred," he said. CJ's Commercial Advantage Program includes: Discount pricing on tires, which includes professional installation; Customized pricing on vehicle maintenance costs; Discount pricing on parts and labor for vehicle repairs; and E-Mail service reminders at recommended service intervals.

CJ's utilizes data analysis to help commercial customers reduce vehicle maintenance costs. "We will sit down with any commercial account, it doesn't matter how large or small, and we're happy to provide advice," Bainbridge said. CJ's detects and addresses patterns where maintenance costs are increasing on a particular vehicle or segment of vehicles. "We found that particularly true

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Douglassville, PA 19518
Phone: 610-898-6650

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- Seasonal allergies
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- Sore throat
- Upset stomach



www.TowerHealth.org

with some building contractors where we see something starting to spike, for example an unusual number of flat repairs. Maybe they are running a (tire) product that does not have enough load carrying capacity, so we will make recommendations. Sometimes that tire product becomes more expensive out of pocket, but if it lasts longer and there is less down time, the company saves money. We offer that level of consultancy, along with the products and services that we sell," he said.

The technology of tires and automobiles is constantly improving becoming more complex, and investment in training and equipment is a top priority for CJ's Tire & Automotive. "In terms of our largest investments, people are the most important, then our locations, and then comes the equipment and the training in order to be able to provide the high level of service that we want to hang our hat on," Bainbridge said. "As the technology of tires and vehicles has changed, so has the technology of the equipment that the technicians need in order to safely install that product on your car, help you maintain that performance, including wheel balancing or wheel alignment, and taking care of the power, braking, exhaust, and

suspension systems of the vehicle. Cars are coming with more bells and whistles," he said.

"We require our tire technicians to go through training and recertification every year from the Tire Industry Association," Bainbridge said. "It's the best of the best. We follow the Motorist Assurance Guidelines in terms of the services we perform, the warranties that we provide and the prices we charge. All of our mechanical technicians are Automotive Service Excellence certified, and we incentivize them to participate in that training and reward them from a compensation standpoint for having, keeping, maintaining and growing those certifications," he said. "That's why I say in confidence you're going to get the same quality of technician here that you're going to get at a car dealership. Training comes from different sources. For our guys it's actually more challenging. They are not just Chevrolet specialists or Ford specialists. They need to be certified and become a specialist in all makes and models. We are proud of the fact that, for our employees, it's not just a job. It's a career. And to be successful in that career, they have to participate in continuing education."

(Continued on page 10)



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together.

04/19

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"We help animals by helping people," says President and CEO Karel Minor. "When we provide veterinary services to people who are in need, we keep more animals safe and sound in their homes."

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COVER STORY

(Continued from page 9)

In addition to continuing education, throughout the year, CJ's Tire & Automotive employees participate in fundraising for Children's Miracle Network, the PA Breast Cancer Coalition, and the Multiple Sclerosis Foundation as well as donating to numerous other local charities in our communities. "It starts with part of our mission statement," Bainbridge said. "We're changing more than tires. The key word 'commitment' appears throughout. We're committed to exceptional service to the customer. We're committed to developing careers for our employees. And we are committed to giving back to the local communities we serve. So, we do participate in fundraising opportunities. The owners are very philanthropic and they encourage us to do that not only with our employees and with our customers, but they do it themselves as well. They set an example that all of us as employees try to follow," he said.

"The heart and soul of the company comes from the owners and their determination to do things the right way" Bainbridge said in conclusion. "It's not about who is right. It's about what is right. It's about being different. There's a lot of places that people can go to have their car, or their fleet serviced. We're not like everybody else. Our facilities are different. Our people are different. Our equipment is different. And we think that ultimately makes us better, faster, and more affordable than our competitors," he said.

For additional information, please contact: Bill Bainbridge, Vice-President of Marketing at: 610.404.0224 Ext. 104; email: BBainbridge@cjtire.com; website: www.cjtire.com.

CJ's Tire & AUTOMOTIVE

Better. Faster. More Affordable.

LOCATIONS ON ROUTE 422 CORRIDOR

With 17 locations CJ's Tire & Automotive provides complete maintenance services including state inspections, oil changes, and repair services at all locations.

1405 South Township Line Road
Limerick, PA 19468
Phone: 610-409-0400
Email: Limerick@cjtire.com
Store Manager: Scott Peters

91 Ben Franklin Highway West
(Route 422 West)
Birdsboro, PA 19508
Phone: 610-582-4266
Email: BRetail@cjtire.com
Store Manager: Pete Engelman

343 Hafer Drive (Route 61 North)
Leesport, PA 19533
Phone: 610-926-0400
Email: Leesport@cjtire.com
Store Manager: Robert Schwenk

18 Glocker Road (Route 100)
North Coventry / Pottstown,
PA 19465
Phone: 610-705-5501
Email: Coventry@cjtire.com
Store Manager: Brandon White

305 Coldstream Road (Route 113)
Kimberton, PA 19442
Phone: 610-933-5984
Email: Kimberton@cjtire.com
Store Manager: Shawn Eichelberger

180 W Church Rd
King of Prussia, PA 19406
Phone: 484-864-5005
Email: kingofprussia@cjtire.com
Store Manager: John Adiletto

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MOORE

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