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**FAMILY OWNED
AND OPERATED**

CJ's Tire

AND AUTOMOTIVE

**CELEBRATING 50 YEARS
OF SERVING THE
COMMUNITY**



Seated: Paul "Skip" Levengood, Sr.
Standing: Paul Levengood, Jr. and
Haley Levengood (Paul's son).

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PAUL LEVENGOOD SR.



FAMILY OWNED AND OPERATED

CJ's Tire AND AUTOMOTIVE

CELEBRATING 50 YEARS OF SERVING THE COMMUNITY

Whether you need to service a fleet of vehicles or simply tune up your car, you want to entrust your auto care to a skilled, competitively priced, trustworthy business. That's a tall order but one that CJ's Tire and Automotive can easily fill. Founded in 1971 by Paul "Skip" Levengood Sr. in Birdsboro, CJ's originated from the belief that the customer's experience with buying tires could, and should, be better. Fifty years later, its commitment to customer service remains the same. This family owned and operated business pledges to be "better, faster, and more affordable" than its competitors.

PAUL LEVENGOOD JR.



One of the ways that CJ's upholds this vow is through diligently monitoring market pricing. "We never want price to come between us. Although we think our pricing is very fair based on the quality of our products and services, we will adjust our price before we lose you to a competitor," said Bill Bainbridge, Vice President of Marketing and Business Development at CJ's.

Should a customer find a lower priced tire in stock or receive a verifiable, lower price quote from a tire dealer located within a 25-mile radius of a CJ's Tire and Automotive location, CJ's will match and then reduce the price by \$5 per tire. The quoted price must include the tires and their complete installation.

"With 80,000 tires in stock among our six distribution centers, we have access to virtually every tire available. Really, we have just about everything that you need for your car except the gas," Bainbridge said.

In addition to its six wholesale distribution centers, CJ's has 17 retail tire and automotive service locations in Southeastern Pennsylvania. They include stores in Berks, Chester, Montgomery, Bucks and Lancaster counties and in White Hall, York, Mechanicsburg and Schuylkill Haven.

PHOTOS BY STYLISH IMAGES



HAYLEY LEVENGOOD



80,000 TIRES IN STOCK!

REWARDING BUSINESS AND INDIVIDUAL CUSTOMERS

Along with price matching and convenient, multiple locations, the company has instituted two separate rewards programs to enhance consumer experience. For business-to-business (B2B) clients there is the Commercial Advantage Program. Aimed at helping fleet owners know and control their costs, the program includes discount pricing on tires and installation as well as on vehicle maintenance and

repairs. These discounts apply not only to a business's commercial vehicles but also to its employees' personal automobiles; both the business and its employees save money with Commercial Advantage. The program also provides customized pricing on automotive maintenance and catalogs maintenance records so that service reminders can be emailed at the appropriate times. Whether you have one or 100 commercial vehicles, you can participate in the program.

"Local, B2B business is very important to us. We want small businesses to know

that we, too, are a small business and understand the challenges that they face. Time and money are critically important to a small business owner. Our Commercial Advantage Program saves them both. We work with all of the major leasing companies and can process national accounts," Bainbridge said.

Bainbridge estimated that between 10 and 15 percent of the retail stores' customers are B2B. They represent a wide range of professionals, including plumbers, electricians, building contractors, and florists. These are businesses for whom quality, dependable tires and conscientious vehicle maintenance are essential to their day-to-day operations and long-term success.

CJ's likewise supports its individual consumers, who comprise roughly 85 percent of its customer base. For them CJ's has revamped its Advantage Rewards. Renamed Loyalty Rewards, the program launched in November 2020.

"Now it is a true loyalty program where customers earn points or 'cash back,' just like they would with a lot of credit card companies. For every dollar that you spend, you'll accrue points and earn anywhere from two to five percent cash back. You can apply it to any future purchases, to anything that we sell, at CJ's. That includes tires and service. Between getting your oil changed three or four times a year, wheel alignment once a year and scheduled maintenance, it adds up.



If you have multiple vehicles in a family, the points can be combined into one loyalty account and will add up even quicker," Bainbridge said.

In addition to the cash back incentive, Loyalty Rewards offers free enrollment bonuses, monthly promotional deals, such as rebates and special tire financing. Note that commercial, fleet and government vehicles are excluded from this loyalty program as the Commercial Advantage has its benefits built in.

Bainbridge pointed out that, April is "car care month," the time when people begin to prepare their vehicles for warmer weather.

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MORE THAN JUST TIRES

CJ's technicians are also skilled in brake repairs, cooling system repairs, heating/AC, steering and suspension, battery health, wheel alignment, scheduled maintenance like tune-ups, oil changes, PA state inspections and emissions, and more!

COVER STORY

(Continued from page 5)

“Whether you’re commuting, traveling during the summer or not, April is a good time to make sure that your air conditioning is working to keep you cool, your battery is functioning at its capacity, and that your tires are in good shape and are properly inflated. In other words, it’s a good time to freshen up your vehicle,” he said.

It is also a good time to amass those Loyalty Rewards.

PROVIDING KNOWLEDGEABLE, SKILLED SERVICE

When prospective customers walk into a CJ’s Tire and Automotive, they are met by well-informed retail associates who know and understand the products they offer. These associates have attended CJ’s own trainings as well as manufacturers’ courses.

“Whether it’s tires, lubricants, batteries, or maintenance services and repairs, our associates are knowledgeable and will give you the best advice and recommendations,” Bainbridge said. “We want our people to give you the best options on how to best maintain your car. With tires, our associates will ask what you like about the tires you have been driving on and your expectations for new ones. Sometimes we end up replacing the tires with exactly what you had, or our associates may recommend another product. In any case, we give you 30 days to ensure that you’re satisfied. If you’re in any way not satisfied with the tires, bring them back and we’ll give you the full credit on another option that we carry. We always work to a person’s driving style, habits and needs. We want to keep customers safe and give them choices,” he said.

Along with a helpful, informed sales staff, CJ’s has different levels of trained technicians who focus on a vehicle’s different needs. Tire technicians are trained and follow the standards established by the *Tire Industry Association*. Additionally, most locations have at least two Automotive Service Excellence (ASE) certified techni-



IN BIRDSBORO

The original CJ's location at 91 Ben Franklin Highway in Birdsboro.

cians. In fact, at CJ’s original site in Birdsboro there will soon be four such techs.

To receive ASE certification, technicians must possess a minimum of two years of qualified work experience and pass a certification exams. To ensure that they remain up to date with the latest automotive technology and maintain their ASE certification, technicians retake the test every five years.

Regarding what maintenance and repair services are performed, CJ’s follows the Motorist Assurance Program’s guidelines. Developed by industry experts over the past 25 years, these vehicle maintenance and repair standards ensure consistency and foster trust between the driver and service provider.

While CJ’s may be best known for tires, their technicians are skilled in brake repairs, cooling system repairs, heating and air conditioning, steering and suspension, battery health, wheel alignment, and

scheduled maintenance like tune-ups, oil changes, and PA state inspections and emissions. Likewise, they perform value-added services such as Valvoline™ Professional Series (VPS) brake fluid exchange, VPS coolant exchange, VPS power steering flush, and VPS transmission service. And of course, tire installation, tire balancing and rotation, and flay repairs.

As vehicles become more computerized and many more consumers opt for gas-electric hybrids or fully electric cars, CJ’s technicians must stay on top of these innovations. “The landscape has changed a lot over the past five years. The amount of safety technology in vehicles has really grown. We encourage and incentivize our technicians them to participate in manufacturer training. AutoZone and East Penn Manufacturing are suppliers of ours and they have a number of training enhancement programs, at no cost, that our technicians participate in.” Bainbridge said.



FOCUSING ON THE CUSTOMER'S EXPERIENCE

Price matching, rewards programs, and skilled staff are all part of CJ’s Tire and Automotive’s quest to give customers the best experience possible. “Because we’re family owned and because this company was born out of the need for a customer’s experience, we do think that we have better customer service,” Bainbridge said. “If you wait while we work, we’re going to make you comfortable. And you can be assured that we’re following safety precautions and we’re practically touch-free.” he said.

This attention to consumer experience has paid off. More than 40 percent of CJ’s customers trust them for all of their vehicles’ care, including regular service, unexpected repairs, and tires.

In 1971 Skip Levensgood had been an employee at the Pottstown Firestone Tire and Rubber Company. Poor experiences with repairs and shopping for his own tires led him to starting the business selling tires and mounting them at his uncle’s boat shop. When his uncle decided to give up the boat shop, the building was fully converted into a tire and automotive service store. The original CJ’s location at 91 Ben Franklin Highway in Birdsboro remains in operation and serves as the corporate office.

MORE LOCATIONS IN



WESTLAWN



COVENTRY



LIMERICK



CUSTOMER SAFETY ALWAYS COMES FIRST

Whether you are behind the wheel or inside their store, CJ's Tires is committed to your safety!

Today, 50 years later, Skip serves as CEO of CJ's Tire and Automotive. His son Paul Jr. is the company president and runs the day-to-day operations. Paul's son and Skip's grandson, Hayley Levengood, works as a purchasing manager at CJ's while attending Pennsylvania State University's Berks campus. Three generations of Levengoods work to make the consumer's experience an outstanding one.

GIVING BACK TO THE COMMUNITY

Throughout its 50-year history the company manages to accomplish all three goals in its mission statement — exceptional customer service, employee development, and giving back to the local communities in which it does business. In the last instance CJ's supports such charities as the PA Breast Cancer Coalition, Muscular Dystrophy Association, and Ronald McDonald House Charities. In March, the company promoted a food drive for local food banks. Its locations served as drop-off points for non-perishable items throughout the month.

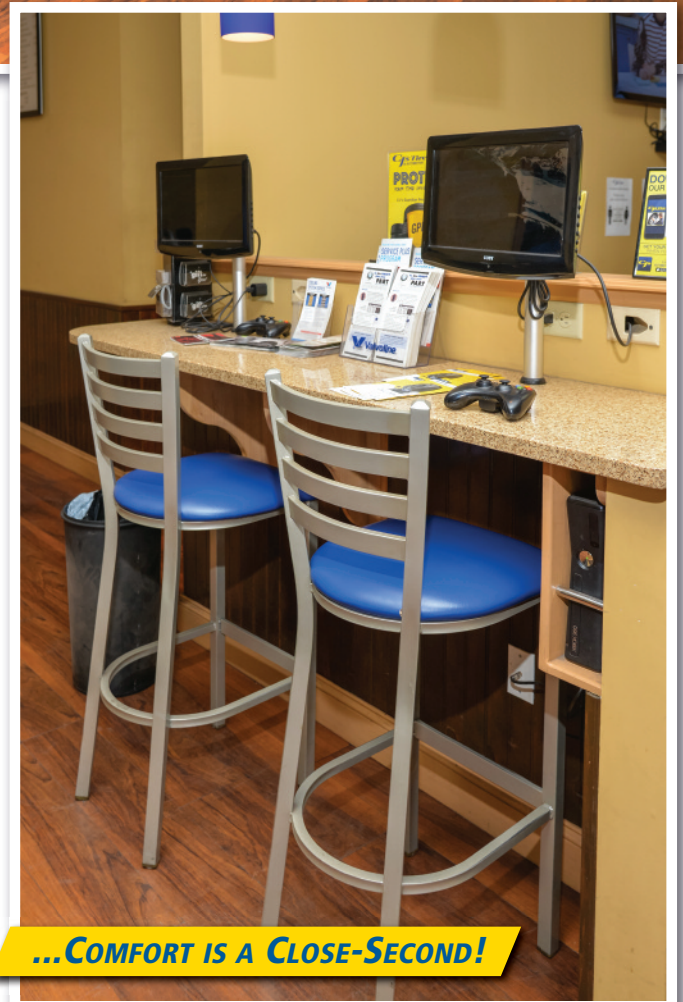
"We encourage our employees to participate in the programs that we support," Bainbridge said.

CJ's Tires mission statement:
To provide exceptional customer service, develop career opportunities for our employees and give back to the community.

"As an example, with the food drive, we asked the employees at our facilities to provide the starters, to bring in some donations so that we can start the displays in the stores. When our consumers come in, they not only see some signage, but they can actually see donations beginning to accumulate."

Later this summer CJ's will participate in an animal welfare fundraiser. This particular event will focus on animal food and nutrition. "We are very cause oriented. The owners are very much committed to giving back to the local communities," Bainbridge said. By looking out for its business and individual customers' best interests for the last 50 years, providing education and training to its employees, and financially supporting local and national charities, CJ's Tire and Automotive unquestionably gives back to the communities in which it operates and everyday strives to be better, faster, and more affordable.

For additional information, please call 610.404.0224 and visit www.cjtire.com.



...COMFORT IS A CLOSE-SECOND!

From its knowledgeable and reliable staff to amenities while you wait, CJ's is committed to your comfort and peace of mind!