

ROUTE 422

Business Advisor

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



Changing More Than Tires

CJ's
Tire & Auto

Presorted
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334
Pottstown, PA
19464-0334

GET IT ONLINE 422BIZMAG.COM

CJ's Tire & Auto

Changing More Than Tires



CJ's Headquarters is located at 91 Ben Franklin Highway West (Route 422 West) Birdsboro, Pennsylvania 19508



By Kathy Hunt

Crisp, fall days are a sure sign that winter cannot be far away and with it, the necessity to protect ourselves against sleet, snow and other hazards of seasonal driving. Whether you need to have your brakes checked, flush your car's coolant/antifreeze, or rotate your tires, CJ's Tire & Auto can meet all your vehicle's needs. Independently-owned and operated for three generations, CJ's Tire & Auto has 18 Pennsylvania locations in nine counties, including Berks, Bucks, Chester, and Montgomery as well as Cumberland, Lancaster, Lehigh, Schuylkill, and York. Its newest site, at 2435 Maryland Road in Willow Grove, opened in October of this year.





A longstanding, trusted business

Headquartered in Birdsboro, the family-run business has made exceptional customer and community service its priorities since 1971. Paul “Skip” Levensood Sr. started CJ’s with the belief that people should receive better customer service and tire prices than what he had experienced at local tire shops. Today, Levensood Sr. is the chair of CJ’s while his son Paul carries out the day-to-day operations.

Because exceptional customer service is a commitment of CJ’s Tire & Auto, each location features trained, experienced, and knowledgeable mechanics who skillfully address general car maintenance, such as tune-ups, windshield wiper replacements, and inspections, as

well as more serious issues, such as steering and suspension problems and brake repairs. At every center, the sales staff is trained on the latest automotive and tire technology and can advise consumers on the best choices for their vehicles. All CJ’s centers have well-stocked inventory and easy access to one of the company’s nine distribution centers.

As the recipient of numerous *People’s* and *Reader’s Choice* awards in Berks and Lancaster counties, CJ’s has a proven track record of customer satisfaction. Whatever a personal or commercial vehicle requires, CJ’s will take care of it. The company’s new tagline sums it up best: “We keep things moving.”

Continued focus on community

Since opening its first site 53 years ago in Birdsboro, CJ’s Tire & Auto has prioritized not only customer satisfaction but also community service. To support the areas in which it works, the company created the CJ’s Cares program, which raises funds for and makes company contributions to regional charities.

“We use our business as a tool to give back to the local community,” said LeeAnne Bolger, sr. director of marketing for CJ’s. “Every year we choose four to five different local organizations and ask our customers to round up their invoices, donating the difference to one of the charities. If they’re buying tires, we donate a dollar per tire to charity. At the end of the collection, we give the money to the organizations.”



Among the nonprofits supported in CJ’s fundraisers are St. Jude Children’s Research Hospital, the PA Breast Cancer Coalition, and Animal Rescue League. For its generous efforts, CJ’s has received a *Shining Light* award from the PA Breast Cancer Coalition and philanthropy award from the Animal Rescue League of Berks County. Since starting CJ’s Cares in 2021, the business has donated more than \$250,000 to food banks, animal shelters, and children’s hospitals, among others. In previous years, it has held fall food drives where each county with a CJ’s location can choose which food bank the collections are donated to. “Our slogan is ‘CJ’s changing more than tires,’” Bolger said.

The desire to help its communities is evident not only in the company’s charitable giving but also in its warm, open approach to its customers. Have a service or pet dog that you would like to take along on your visit to CJ’s? The company is friendly-dog-friendly, so bring your furry friend along as you shop for tires or wait for your vehicle to be serviced.

(Continued on page 8)



(Continued from page 7)

Looking out for consumer and commercial clients

Along with fundraising and providing welcoming environments with friendly, knowledgeable staff, CJ's offers transparency on prices and assistance with financing.

"We have a great website with 'all-in pricing' that makes us very transparent about prices," Bolger said. "You can go online and search for tires, and it's all right there. You can even buy your tires online and schedule service."

For general consumers, CJ's has created a Loyalty Rewards program. Here, consumers earn points for every dollar spent at CJ's. Accrued points can be applied to any purchase, including tires and service. The Loyalty Rewards program includes monthly promotional deals, such as \$10 off a car inspection or oil change, and a free enrollment bonus. When customers sign up for Loyalty Rewards, either online or in a CJ's store, they automatically earn five dollars-worth of points.

Customers should keep in mind is that Loyalty Rewards points can only be used on future purchases. They are not redeemable for cash. Commercial, fleet, and government vehicles are excluded from this particular loyalty program.

Commercial clients have their own rewards incentive, known as CJ's Commercial Advantage Program. Aimed at helping fleet owners track and control their costs, Commercial Advantage features discount pricing on parts and labor for vehicle repairs as well as discounts on tires and installation. These cost-cutters apply not only to a company's commercial vehicles but also to its employees' personal automobiles, allowing both the business and its employees to save money.



"We have Complete Care," Bolger said. "There are three dedicated associates who, all they do is, go out and help manage fleets for businesses. We have discounts and customized plans for all types of vehicles, whether it's one to 100 vehicles," Bolger said.

The program also gives customized pricing on automotive maintenance and keeps maintenance records so that service reminders can be emailed in a timely fashion.

Bolger noted that CJ's continues to provide a "price-match promise;" if a customer finds the same tire for a verifiable, lower price at a tire dealer located within a 25-mile radius of a CJ's location, CJ's Tire & Auto will match that price. "Typically, we have the best prices, so we don't need to do this very often," she said.

Financing options to fit customers' needs

In terms of how customers pay for automotive service and tires, CJ's has six different ways to finance these purchases. "I haven't seen anyone else have the amount of options that we have," Bolger said. "It makes buying tires and paying for service a lot more affordable because you can do it on your own terms. Plus, you can do all of this online and break up your payments."

One way is to apply for a credit card with Goodyear, Bridgestone and Firestone, and Continental and General Tires. If customers don't want yet another credit card in their wallets, they can pay using their PayPal accounts.

Additionally, CJ's customers can apply for 12 months of interest-free financing through Koalafi, a lease-to-own financing service that accepts customers with any credit score — good, bad, or none. With Koalafi, payment plans are tailored to the customer's financial situation. Another financing choice is Affirm, the largest, U.S.-based, buy-now and pay-later loan service. With Affirm, customers select a payment schedule of either four installments made every two weeks with no interest or monthly payments with interest. Details about all six options are available on CJ's website, CJTIRE.COM/FINANCING.



KNOWING WHEN IT'S TIME TO REPLACE YOUR TIRES

Many of us rely on yearly automotive inspections to tell us whether it's time to replace our tires. If you don't want to risk decreased handling, traction, and fuel efficiency due to badly worn tires, keep an eye out for these four visible signs, courtesy of the American Automotive Association (AAA). Any one of these could mean that you shouldn't wait until your yearly inspection to replace your tires.

- **Sidewall cracks:** These may indicate that your tire has a leak or its treads are separating. If left unaddressed, sidewall cracks can lead to a tire blowout, which no one wants to experience.

- **Worn-out treads:** If your tire treads are low, they have less grip on the road. To avoid slipping and sliding on the highway, take a quarter and insert it into your tires' treads. If the top of George Washington's head is visible, your tread is too low and it's time to replace that tire. If the top of Washington's head sinks deep into the tread so that you can't see it, you have enough tread to keep on driving safely. Tire-tread depth should never go below 1/16th of an inch.

- **Sidewall bubbles or bulges:** As with sidewall cracks, these indicate that your tire is likely to experience a blowout. Get that tire replaced as soon as possible.

- **Unevenly worn treads:** Although this might not be reason alone to replace your tires, you should have them checked and then rotated and balanced so that they wear evenly. Likewise, confirm that your tires aren't over- or under-inflated, which can cause uneven wear.



Still the experts on tires

While CJ's provides its customers with comprehensive car care, it's worth remembering that the business did get its start with tires and it remains an expert in this area. Don't know when you should replace your tires, or which ones best suit your car or truck and your driving habits? Not to worry. CJ's associates are up-to-date on the latest tire and automotive technology. Once they determine the proper tire size, they can make recommendations on what tires would work best for a specific vehicle and its use.

CJ's has over 100,000 tires in stock at its distribution centers, giving customers a range of choices and prices. According to Bolger, because it has the reputation of being a high quality tire available at an affordable price, Falken remains CJ's best-selling brand.

No matter what brand a customer chooses, CJ's recommends drivers inquire about all-weather tires. A newer cold-weather product that is perfect for the North East. Due to different tire compound, all weather tires have the firm grip of traditional winter tires along with the durability of all-season tires. These tires perform well year-round in all types of weather. Bolger said that, generally, all-season tires are really only good for three seasons, but all-weather truly address all types of weather, including light snow.



All-weather and all-season tires can last for up to 70,000 miles before needing to be replaced. Manufacturers of all-season tires, such as Michelin, Bridgestone, Firestone, Continental, General, and Falken produce all-weather tires as well. CJ's has a wide selection of all-weather tires to fit every budget.

As mentioned previously, CJ's has "all-in pricing," which includes the cost for tire installation, balancing, lifetime rotations, rubber valve stem, TPMS (tire pressure monitoring system) reset, tire tax and recycling, and state sales tax. At CJ's, there are no hidden fees.

Check CJTIRE.COM under the tab "Promotions" or CJ's Tire & Auto Facebook and Instagram pages, @cjstire_automotive, for details about sales and other promotional events. You can also consult the website for the CJ's location closest to you.



ROADSIDE ASSISTANCE FOR THOSE UNEXPECTED EVENTS

When you bring your car to CJ's Tire & Auto for a tune-up, inspection, tire rotation, or other service, your vehicle automatically becomes eligible for complimentary roadside assistance for the next 365 days. Should your vehicle break down or encounter other unexpected issues, simply call your local towing or roadside assistance company and remain with your vehicle until roadside service has taken place.

Afterward, submit a CJ's Roadside Assist reimbursement request along with your vehicle's most recent CJ's repair invoice and the invoice from and proof of payment to the roadside assistance provider. CJ's will reimburse up to \$150 annually for the following services to a covered vehicle: towing the disabled vehicle; unlocking the vehicle; jump-starting the battery; flat-tire assistance; and fuel, oil, fluid, and water delivery.

Coverage applies only to the year, make, and model of vehicle identified on the submitted CJ's invoice as the "covered vehicle." Only the vehicle owner, owner's spouse, or a dependent child who was driving the car at the time of the incident may receive the reimbursement. During the coverage period, the maximum reimbursement amount per covered vehicle will not exceed \$150.

Note that, in order to be reimbursed, you must submit the form and additional paperwork within 60 days of receiving roadside assistance. This information can be emailed, mailed, or faxed. The reimbursement request form and additional terms and conditions are available on CJ's website under the tab "Promotions; Roadside Assistance Coverage."