



From time to time

here at the IBO we'll receive a nice letter from either a consumer or a shop, complimenting an ATRA Member. These letters always lift our spirits, and remind us there are ATRA shops out there that want the very best for their customers. In November we received a letter from a customer that was not only thrilled with the concern and courtesy that this shop showed them, but also

with one of our staff members here at the IBO!

Bert Lafond from Canada first called ATRA and was helped by Chris Klein. Understanding that this customer needed to find an ATRA shop immediately, she directed him to Bob's Transmission in Winnipeg. Following is the letter Bert later sent to us as a result of his experience:

A few months ago I called you to find out the name and location of dealers in Saskatchewan (Canada) that could carry out the transmission inspections which was installed by Bob's Transmission in Winnipeg, Manitoba a few weeks earlier. I must first thank you for your help and most of all your "Professionalism". In our days of 'me first attitude' it becomes harder to find someone at the end of the telephone line who has the reputation of the company that employs them at heart. It was a pleasure talking to you and once again "thank you" for the information.

I told you the story of what happened to my family and myself on that day as we were returning home from a vacation in Eastern Canada. The service we received was very unexpected and made our misfortune easier to swallow. Here is what happened. My wife, granddaughter and myself were returning home from a vacation in Eastern Canada. It was Friday afternoon and our vehicle, a 1996 GMC Sierra 1500 was pulling a 26 foot 5th wheel camper. All seemed right until we started driving out of Winnipeg when the transmission gave out. We were 400 miles away from home and wanted to get home as soon as possible. The local GMC garage could not even look at our transmission until the following Tuesday, and it would be one whole week before they could get a replacement transmission plus at least a few more days before they could replace the transmission. They knew we were from out of town and asked me if I would mind having a transmission shop replacing my burned out transmission. It would not be a GM product but indicated that it was a reputable dealer and highly recommended Bob's Transmission.

My vehicle was towed to Bob's Transmission on Pembina Highway in Winnipeg. My 5th wheel towed to a nearby campground by CAA. Of course the vehicle arrived at the lot earlier than we arrived at the campground. The proprietor of the shop was given our cell number and he called my wife, who was riding in the 5th wheel behind the tow vehicle. She told him where we were going to camp for the next few days. We no sooner arrived at the campground than Bob Bertrand, the proprietor of the shop came over to see us to make sure we were alright. He indicated that he would rather not call his mechanics to work during the weekend but we would have first priority on Monday morning to which I agreed. He further drove me to his shop so we would know where our vehicle was and also gave us a vehicle to use, free of charge, so we would not feel stranded in a strange city. All we had to do was replace the fuel we had used during the weekend. All in all we had a good week in Winnipeg thanks to Bob's Transmission. On Monday morning at about 11:00 a.m., wanting to know how they were doing on the repairs, we stopped by the shop. Already the transmission was out of the vehicle and in pieces on the work bench. The mechanic explained how it happened and that I was getting a better transmission than the original one. Bob told me I should call at 10:30 a.m. on Tuesday to see how things were progressing, and told me the cost of the replacement. The next day I called and was pleasantly surprised to find the vehicle was repaired and road tested and ready to be picked up.

Thanks to Bob's Transmission we had a pleasant stay and visit of the City of Winnipeg. The price quoted had not changed, and I realized after driving away that the original transmission had been failing for awhile. Such service and friendliness is hard to find now a days and I feel that ATRA should know about the services their representatives are giving their clients, and their reputation around our area. All Automatic Transmission Shops of Saskatoon gave me the same service during the first inspection of the transmission a few weeks later.

Sincerely,
Bert Lafond
Moose Jaw, SK

Its responses like this that tell us the vast majority of ATRA shops are indeed the "Good Guys." Sometimes even a little extra effort on our part means so much to our customers. Bob's Transmissions and many other ATRA

shops give this association the good reputation that we all deserve. Are you ready to make your own contribution to the world's only trade association dedicated exclusively to the automatic transmission repair industry? Call me at

(805) 604-2000 and we can give you the Membership Advantage right away!

