

# Cutler Bay NEWS

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## Auto-Lab Complete Care Center seeks to become partners with the community

BY JESSE SCHECKNER

From its humble 1989 beginnings in Sturgis, MI to its current status as one of the best regarded car care companies in the country, Auto-Lab Complete Care Center – rated an A+ company by the Better Business Bureau – has begun to establish itself as a member of the Cutler Bay community. Vice president of operations and director of franchise support Joseph Lane believes that his company has much to offer the neighborhood in terms of quality services.

“We try to be the dealership alternative and we do everything from engine diagnostics and oil changes to tires, front end, brakes, belts, hoses, lights, engine replacement and transmission work,” he says. “Anything short of collision, we’ll take care of. We’re a complete car care center and we have been since our inception.”

The new location, nestled into the side of K-Mart in Cutler Bay’s Southland Mall shopping center, has \$160,000 of new, state-of-the-art equipment. Out of that amount, more than \$20,000 of it is for diagnostic purposes, Auto Lab’s specialty.

“We definitely have a competitive advantage in our diagnostic abilities, as well as our 12-month, 12 thousand mile nationwide warranty, so if you have a problem and you’re out of town, we’re going to cover you, and if you’re in a place where there isn’t an Auto-Lab we’re going to figure out how to get your bill paid and we’re going to take care of you because you’re our customer whether you’re here, in Texas, Michigan, New York or wherever,” Lane says. “You’re an Auto-Lab customer.”

Auto-Lab offers a daily service package that includes an oil change, tire rotation and 33-point inspection costing \$24.99. The company also employs a loy-



Auto-Lab's Joseph Lane (left) has big plans for the company's future, including branching out into Texas, where it is estimated they'll open 12 stores by 2014.

alty reward system granting customers a free oil change upon their fifth visit for the service. A special deal unique to the Cutler Bay location is “Wacky Wednesdays,” where customers coming in on Wednesdays will receive an oil change and tire rotation service for the bargain price of \$14.99.

“We’re not selling anything to the customer, we’re providing a service for a community member,” says Lane. “We want your car fixed and for you to save money doing it because we want you to feel good about it.”

The Cutler Bay shop, which boasts more than 40 years of automotive repair and service experience among its eight employees, is scheduled to have its grand opening over the weekend of September 19th and 20th. During the celebration, they intend on holding a charity fundrais-

ing event. Lane, who has many ties to our military veterans, already has a cause in mind.

“We want to take care of our community,” he says. “As we get established and meet the right people, come September we’re going to have some kind of charity or gala event where we’ll raise money for a local charity, probably one for veterans since I know Cutler Bay Mayor Ed McDougal is a veteran himself. We want to be partners, so to speak, with the community.”

*Auto-Lab Complete Care Center is located at 20505 S. Dixie Hwy. They are open from 8 a.m. to 6 p.m. Monday through Friday and from 8 a.m. to 4 p.m. on Saturday. For more information, call 305-506-0465 or visit <www.autolabcutlerbay.com> where several coupons are currently available for printout.*