

# Burbank Body Shop Talk

Fall 2007



Marybeth Costanzo brought her prized Mustang GT down from the Central Coast of California because she didn't trust anyone but Burbank Body Shop to repair it.

## Customers near and far opt for BBS

Once they discover Burbank Body Shop (BBS), customers say they just can't settle for less, even if they've moved well outside of the Burbank area. Other customers say the BBS staff feels like family.

### Long-Distance Loyalty

Carl and Marybeth Costanzo and their family had been loyal BBS customers for about 12 years. Recently, the Costanzos retired to a small town on California's Central Coast near Pismo Beach, and Marybeth's 2000 Mustang GT was in a fender bender.

"The car is very special to her because it was a retirement gift to herself," Carl says. "I'm sure there are plenty of good

body shops up here, but since we didn't know any of them, we weren't comfortable taking the Mustang to them."

Marybeth was scheduled to take a trip to Memphis with a group of girlfriends, so she dropped her car off at BBS before she left.

"We knew they would do the job right the first time and we wouldn't have to bring it back, which is important since we live so far away now," Carl says.

"And that's just what happened. Marybeth got the car back, it looked beautiful and the price was right."

Carl says he learned about BBS when he worked for the City of Burbank and received multiple recommendations

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## Redevelopment project prompts BBS move in few years

After 50 years in the same location, Burbank Body Shop (BBS) will be relocating within the next few years.

"We have to move because of a large local redevelopment project, but we view it as an opportunity," says BBS President Igor Frank.

"We intend to stay as close to our current property as possible in order to best serve our customers, but we are looking forward to finding a new location that will accommodate our continued growth."

The City Centre Redevelopment Project Area encompasses approximately 212 acres in Burbank's downtown district. The project is bringing to the area new entertainment venues, retail stores, office space and residential projects.

But the redevelopment vision requires relocation of some industrial businesses such as BBS.

Since BBS opened, the staff has repaired approximately 3,500 vehicles.

"We appreciate the continued loyalty of the thousands of individuals and businesses we have served," Frank says. "We will keep everyone informed as we continue our search for an ideal new property."

# BBS helps drag racer, boxer achieve dreams



Gretchen Fine's "world's ugliest" race car before BBS painted it pearl red.

## The drag racer...

After Gretchen Fine became obsessed with drag racing, her boss kidded her, "Since when did you turn into a teenage boy?"

"My desk is piled high with car magazines. I don't care about clothes or makeup anymore, just cars," Fine laughs. "I wish I'd discovered this 20 years ago. It's so much fun!"

Fine got interested in racing through her fiancé, and now they each have their own cars. Hers is a 1970 Camaro with an 800-horsepower engine.

"The car was famous for being the ugliest car in racing, and it was hard to get sponsors to put their logos on it because it looked so bad," Fine says.

"So I asked Igor Frank at Burbank Body Shop if he would be my paint sponsor. He thought about it for two

seconds and said he would. I'm so grateful. The car looks absolutely fantastic now."

Fine had been taking her personal vehicles to BBS for repairs for about 15 years before she started racing.

"A lot of body shop guys are in the same slimy league as used car and cell phone salesmen," she says. "But Igor is so honest, helpful and human. I wouldn't take my cars anywhere but Burbank Body Shop."

Fine currently races her Camaro on the weekends at tracks in Southern and Central California. In September, she raced in a larger-scale event in Las Vegas. Eventually she'd like to give up her job in mobile medical testing and race full-time.

"It's my passion," she says. "And now that my car looks so great, I'm really ready to go!"

## The boxer...

Showing the dedication of a true athlete, Bertin Martinez arrives two hours early for his job as an auto body repair specialist at Burbank Body Shop (BBS) so he can take a long lunch break to train as a boxer.

In addition to accommodating his training schedule, BBS serves as his sponsor. The shop pays for his training and equipment and plans to cover his boxing match entrance fees.

"His dedication and hard work inspire me, and I want to support him any way I can," says BBS President Igor Frank, a major boxing fan himself.

"I really like to fight," Martinez says. "Now I can make money out of it and not get in trouble for fighting like I did when I was a kid! Plus, I like how training makes me feel healthy and strong."

"I really appreciate Igor giving me the chance to pursue something that he and I both love. I'll try my best to make us both proud."



Bertin Martinez

# New state requirements call for paint system overhaul at BBS

**S**weeping changes in the paint industry are underway to protect the environment. Burbank Body Shop (BBS) is proactively preparing for new regulations being implemented next year.

Effective July 2008, the South Coast Air Quality Management District will require all body shops to use water-based rather than solvent-based paints.

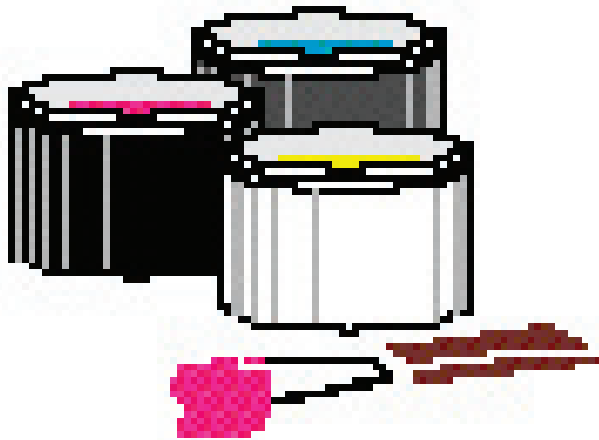
Solvents from paints dissipate into the atmosphere, and up until now body shops have had to measure the exact amount of paint they started a job with and the amount they used, in order to gauge the amount of airborne solvents being released. With the new paints, the only thing being released will be harmless water.

"We are very supportive of

protecting the environment, and we are doing everything possible to ensure that our customers' vehicles look as good as possible using the new paint," says Igor Frank, BBS president.

Frank says the new water-based paints lay and dry differently on automotive surfaces than the traditional paints do. He is working closely with his paint supplier to generate the best results for customers.

"Our painter has taken special classes to prepare for the changes, and we are going to start using the new paint as soon as it's available so we have worked out the best way to use it well in advance of the new regulations taking effect," Frank says.



## Our Pledge

*Burbank Body Shop will provide you with fine workmanship at a fair price. We will work closely with you to ensure your complete satisfaction. This is our pledge to you.*



*Erik Nonaka and son Mataio*

## Loyal customers...

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about the shop.

"Ever since my first visit to Burbank Body Shop, I could see the high quality of the work they did and their concern for customer satisfaction," he says. "Once I found them, I never had to look any further."

## A Family Feeling

One day, long-time customer Erik Nonaka had his 3-year-old son Mataio with him and decided to drop by BBS and introduce him to the staff.

"We often have people stop by to show us their new cars or new babies or to tell us about good news in their personal lives," says BBS President Igor Frank. "We like that. It makes us feel like family to our customers."

Nonaka says he's been a loyal customer for about eight years.

"They've always done a bang-up job on all my cars," he says. "I couldn't ask for anything better."



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