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Automotive service is a very complex and ever-changing business. The products, the technology, and the needs and desires of the customer base change daily. At the same time, there are new competitors constantly entering the market with new approaches to cornering the market. This fast-paced industry requires continuous learning, constant vigilance, and an unchanging passion if you desire to succeed. These same challenges, however, are exactly the ingredients that keep every day in this business fresh and new and challenging. There is never a dull moment.

In the auto repair business, it is rare that a service management employee has the luxury to specialize in just one area. A manager in automotive service is expected to be a “jack-of-all-trades.” As a result, an effective service manager must possess a wide range of knowledge and skills to effectively address daily challenges, skills ranging from accounting and advertising to customer relations and scheduling—and beyond.

In addition to the diversity of knowledge and skills required, few industries perform under more pressure than automotive service. The automobile that you purchase or lease is commonly the second-largest big-dollar investment that you will make, next to your home. The sheer dollar value makes the car an important commodity, but it goes beyond that. Not only does the average person invest heavily in his or her car, they also depend upon the car far more than any other purchase. The public’s extreme dependence on their automobile as a key to maintaining their way of life makes their ability (and yours) to keep their car up and running essential to maintaining their lifestyle.

Whether you live in the city, the suburbs, or in a rural area, you could wake up any morning with problems ranging from a power outage to a leaking faucet. Even though these problems are upsetting, you can still go to work, go to church, go shopping, go out to eat, and have a social life while you’re waiting for the repairman to schedule a visit to fix your problem. That is not true when you have a problem with your car. Without reliable transportation, you can’t get anywhere. The loss of use of your car may result in the loss of your job—your means of income to support your family, your home, and your lifestyle. The interesting point is this scenario applies to just about everyone you know. That is high stakes!

This book is an effort to share my extensive experience in the automotive service industry. I present it to you as an overview of the many skills and knowledge required to succeed in this challenging business. It will not provide you with all the answers to all of the situations that you will encounter in the automotive service business, but it is a great start.

**NEW TO THIS EDITION**

**Key concepts pull-out boxes**—Draw attention of reader to key concepts within the text to improve retention, assist in review, and improve ease of locating important content and concepts. Key content boxes are dispersed throughout the text in gold bubbles in all chapters of the book.

**Improved graphics**—More than 65 new and many updated illustrations and figures. The added and updated graphics help to better illustrate and support written content to maintain student interest and improve information retention.

**Focus on new technology tools (technology tools/apps/social media)**—Special attention has been paid to address the use of new electronic tools that are integral for service operations to communicate more effectively with the twenty-first-century customer body. These updates are integrated throughout the text.

**Increased focus on service consultants**—A greater focus on the knowledge, abilities, and skills required for this essential entry-level service management position is provided in this edition and is integrated throughout the text.

**ASE C1 Service Consultant test tips and sample test**—A new Appendix C has been added that provides test-taking tips along with a sample ASE C1 – Service Consultant test to prepare students for that important exam.

**Expanded content on leadership**—Updated and expanded content and focus on this critical skill set for all employees are presented in Chapter 8—Leadership.

**New real-world examples**—Several additional real-world examples have been added as pull-out boxes in the text. These examples help students to bridge the gap between theory and how it is really applied in the industry every day.
The book is divided into the following sections:

- Section 1: Service Operations
- Section 2: Management Styles
- Section 3: Management Strategies
- Section 4: Financial Measurement
- Section 5: Organizing and Managing Your Efforts
- Section 6: Customer Relations
- Section 7: Employee Relations
- Section 8: Marketing, Merchandising, and Selling Service
- Section 9: The Legal Issues and Responsibilities

SUPPLEMENTS

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And, finally . . . thanks to all of those who I have worked with and learned so much from during my automotive career. Without your friendship, support, and examples, I would have had nothing to write about!

I hope that you enjoy the journey and that it provides you with a solid foundation for a long and prosperous career in automotive service. I hope you enjoy it nearly as much as I have enjoyed my association with this industry and the great people that I have been privileged to meet and work with over the years.

—ANDREW A. REZIN, PH.D.

ABOUT THE AUTHOR

Andrew A. Rezin is Emeritus Chair of Automotive and Applied Technologies at Columbus State Community College and Director of the Midwest Hydrogen Center of Excellence located at The Ohio State University Center for Automotive Research. Dr. Rezin brings a unique perspective to the subject of service management based on his diverse automotive background. Drawing upon twenty years of private sector experience working for major automotive manufacturers and as a manager in large retail service departments combined with his extensive experience as college instructor and department chair, he provides a unique and informed perspective based on real-life experience of the critical topics so necessary to be successful in the modern automotive service industry.