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Fuller Automotive Companies of Auburn embrace the new generation with attitude

By Amy Palumbo-LeClaire

When it comes to the business of fixing cars, Fuller Automotive Collision Operations President Josh Fuller, a Bentley College graduate, husband, father of three, and former Maurice the Pants Man super star, understands the importance of attitude. In fact, working with numbers and formulas to calculate a perfect solution for his clients, he confesses, is only part of his job. A greater part?

Creating culture

Within the four walls of a body shop known for its keen understanding of the latest trends in technology and an ever-changing manufacturing industry, Josh is busy, also, writing out a sizable reward check for his employee of 25 years, laughing with the girls at the front desk and, possibly, helping team members translate his latest acronym. “Do you know what Coach actually means?” he gleams.

Creating opportunity and changing habits.

The former Liberty Mutual finance man, an obvious people-person, points out a finding even more fascinating: the numerical translation of the word ATTITUDE equates to 100 when you add up the sum of each letter (A is 1, D is 4, E is 5 etc.).

Josh Fuller believes in giving 100 percent while staying true to values seeded more than 100 years ago (the business was founded in 1914) and credits his father, Richard, with knowledge of intelligent automotive business practices. At the age of 24, he worked in the body shop as a head detailer, writing estimates and learning the business by numbers. “Everyone is working towards something. Working is the means. Let’s make that means good by helping people get over a stressful part of their life. Collision repair is a byproduct of that. From my dad, I learned what to do and what not to do.”

What to do

Fuller Automotive, boasting five separate business divisions (Collision, Towing, Rental, Mechanical Repair and Speedy Oil Change & Tune Up), listens carefully to the unique needs of customers in need of unique services. The Speedy Oil Change customer, he explains, needs something far different from a

Collision Repair client. An accident victim may worry more about how he or she will get a child to practice than how to best finance damages. “We seek out what our customers’ primary concern is. What is it that you are looking to solve? We customize a repair solution, taking into account everything, from the cost of repair, to inconvenience time, rentals, and insurance claims. We prefer to work directly with the customer and remain 100 percent transparent. Insurance companies don’t know how to fix cars. It’s up to us as professionals to be able to understand what manufacturers are telling us. A 2019 Toyota Corolla replacement panel, for instance, is completely different from a 2017 panel.”

Josh Fuller collaborates with each “collision” customer. “We are going to tell you either way what is best. We had a customer come in with a damaged front and back bumper. It was a \$300 repair. We encouraged them to just have it touched up and have the paint wiped off. People come to us for advice because they trust us.”

Fuller and his team, trusted advisors, improve and educate themselves on technical aspects of the industry. “Cars are manufactured and engineered with specific parts which fit together in a specific way. We work on helping customers arrive at the most cost effective solution by handholding them through each step of the process, from vehicle damage to insurance company communications, to manufacturer’s advice on latest technologies. We want our clients to stay educated.”

Educated and up for a challenge, Josh Fuller strives to create new opportunities for his employees, whom he refers to as stakeholders. “People that work here say that it’s a great place to work. I want to be able to joke and laugh and have some fun with our team, along with the customers.”

While having some fun, Josh Fuller strives to sustain a positive attitude amid the chaotic situations involved in the day and life of a President of the Operations of Collision.

“Life is 10% of what happens to you, and 90% of what you can do about it,” he reminds. “There are always challenges. Your worst nightmare is somebody else’s fantasy. Life happens. What can you do about it?”

Call Fuller Automotive (508) 832-6352. Contact Josh at jfuller@fullerautomotive.com.

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Chris and Josh Fuller show some brotherly love at the shop



The Fullers pose outside of the Collision & Repair Shop Andrew, Josh, Addison, wife Michelle, Ashton.



Josh Fuller congratulates Ray Lumb for 25 years of service

