

# The YankeeXpress

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## Fuller Automotive sustains old values amid modern services

By Amy Palumbo-LeClaire  
*"Regardless of what happens to the car it will always be about servicing the customer."*

Chris Fuller, owner

A century may have passed since Fuller Automotive and Tire Center was founded (1914) but the family business, driven by trust and a personal touch, still upholds traditional values while moving forward.

Highly trained and certified, Fuller is one of only a few shops in Worcester County to hold the ASE blue seal (Automotive Service Excellence) and Triple A certification.

They are a one-stop shop for Auburnites and surrounding neighbors who have come to know and trust their expertise, sincerity and collaborative approach. Fuller's large automotive service portfolio has allowed them to earn the trust of their clients while they provide extensive services such as collision work, inspection stickers, a tire center, general (mechanical) repairs, a quick lube area and, perhaps most importantly, face to face communications onsite.

"There are so many ways of communicating these days, but the customer still wants to be edu-

cated on exactly what's going on with their vehicle. Ultimately, it's still the second biggest investment that you have, and you want to put it in the hands of a specialist whom you can trust," said Business Development and Marketing Manager Kerri Fuller.

In order to earn the trust of their clients, Owners Chris and Josh Fuller make themselves available onsite—in waiting rooms, on the floor, and in the production area, where body repairs take place—in addition to updating them via text, email, on-line appointments, and phone-calls. They are heavily committed to ensuring that the customer is well-informed on the process of having their vehicle serviced, be it for collision work, engine repair, new tires, a simple scratch, wiper blades, inspection sticker, or simply having something under the hood checked out by a "doctor of moving metal."

"It's important to make a good decision about your vehicle," said Kerri. "The needs of the American family haven't changed when it comes to transportation. It's just become more comfortable. People need that comfort, especially when selecting the people who



The fourth generation - Chris and Josh Fuller

work on their vehicle."

Fuller Automotive Companies of Auburn, which includes Fuller Auto Body and Collision Center; Fuller Automotive and Tire Center; and SpeedDee Oil Change, has been working on vehicles for four generations to provide comfort. "We are going through life right next door to you in Auburn," said Chris Fuller. "We are families with children and kids and work and life. My wife teaches in town and we see our customers everywhere. We operate in a way that allows us to be happy and proud no matter where we go. We won't take on a job that we can't stand behind. It's our name."

Fuller customers, aside from the personal touch established by a family that's been at it for over one hundred years, reap loyalty benefits by utilizing one business to maintain the varied needs of their vehicle. Such practice, Chris mentioned, is more cost effective than "cherry picking services" at scattered locations. They offer a 17-point inspection for oil changes and, for collision customers, take care of each phase of the insurance process with a meticulous eye to ensure that the customer need not worry about the painful

aftermath of a car accident. Furthermore, they have established trusted relationships with major insurance companies and offer a Lifetime Warranty for collision repairs.

The unique needs of each customer bear equal weight at Fuller's. Whether one pulls into the lot for a routine brake job or crisis collision issue, Chris Fuller listens with the intent to help. "What do you want? What do you need? We try and take the emotion out of it, and tell you exactly what we see, and what your options are so that you can make a choice you are comfortable with," he said.

Providing such loyal, tailored attention, along with full consultative assessments, Chris confessed, has made leaving 505 Washington Street of Auburn more and more difficult. "It's getting tougher and tougher to leave," he joked. "We spend more time with our employees than we do with our own families. We open the doors every morning with the intent of taking care of customers regardless of car needs."

Visit Fuller Automotive Companies of Auburn at 505 Washington Street, Auburn. Call them at 508-832-6351. Contact them, also, at [fullerautomotive.com](http://fullerautomotive.com).



Fuller's expert certifications.