

Car-O-Liner® Helps V & F Auto Body Repair Vehicles Properly, Save Time

CAR-O-LINER®

by Autobody News Staff

In 1974, **Frank Ferraro** opened *V & F Auto Body* in Metuchen, NJ, with his best friend, **Frankie Valentino**. Eventually, the two parted ways, and Ferraro became the sole owner.

Ferraro opened a second location in Keyport 15 years ago, which he manages, leaving his sister to run the original location in Metuchen. Ferraro's daughter, **Nicole**, and son, **Frank**, operate the entire family business.

"My father had us work summers at the shop when we turned 13," Frank explained. "My sister is older than me, so I was elected to wash cars and prep bumpers while she worked in the office."

Frank said *V & F's* customer service approach is what sets it apart from other shops.

"We make people feel like they are part of the family and taken care of, which eases their mind," he said. "We also try to empathize with their situation."

Frank added that *V & F Auto Body* aims to provide service customers can't get anywhere else.

"We apply that mindset to every repair too," he said. "So, people leave feeling comfortable, knowing we fixed their car properly."

To help ensure proper repairs, *V & F* has invested in multiple OEM certifications.

"Keyport's collision repair partners include Subaru, Ford, Honda, Acura and Assured Performance," Frank said. "Metuchen is certified by Ford and Assured Performance."

V & F Auto Body switched to a Car-O-Liner® measuring system, frame machine and spot welder to meet manufacturer standards.

"With the advancement of this industry, you must adapt to the manufacturer repair procedures," explained Frank. "Since we first introduced Car-O-Liner®, it hasn't let us down. It repairs the vehicles properly."

About 10 years ago, Frank came across the Metropolitan Car-O-Liner® booth at the New Jersey Trade Show.

"Their Vision measuring system caught our eye," he recalled.

Frank said he then demoed the Car-O-Liner® Car-O-Tronic® Vision2™,



V & F Auto Body has two locations in Metuchen and Keyport, NJ.

which they retrofitted to their current frame machines.

"The Car-O-Liner® reps said the Vision measuring system would eliminate screwing together the car and fitting it together, and at first, we were very skeptical," he said. "Up until that point, for radiator support, for example, we would have to screw it together, fit all the sheet metal and fit the headlamps in the bumper. Then, nine times out of 10, you had to tweak something because all you were using was a tram gauge, so you didn't know where anything was from the centerline or the height."

Frank said after the demo, he was pleasantly surprised to discover the reps were right.

"Vision saved us an immense amount of time, so we bought one for each shop," he said. "After three years, we had paid off both measuring systems, so we decided to buy a Car-O-Liner® BenchRack for Metuchen. Then, shortly after, we bought two more BenchRacks for Keyport."

Today, there are seven BenchRack™ frame machines between the two locations. In addition, *V & F* invested in a CTR™ 9 Resistance Spot Welder and the Keyport location has incorporated the PointX® II measuring system for blueprinting.

"We continue to rely on Car-O-Liner® to help us do the job right, which means getting the dimensions right and within specs, and supplying documentation to prove it," said Frank.

The New Jersey shop owner

added the Car-O-Liner® products are easy for everyone to use.

"We were able to get computer illiterate people to use the measuring system, which is big," he explained.

Frank said he has also seen a 100% improvement in the repair process since switching to Car-O-Liner®.

"These products cut the cycle time in half," he said. "The bigger jobs get done much quicker because we removed those extra steps."

Frank added his technicians also prefer the design of the Car-O-Liner® BenchRack.

"The BenchRack is lower to the ground, so it's less wear and tear on the technician," he explained. "Also, access to the vehicle on all sides is greater because of the lower profile of the bench."

Frank added the BenchRack™ takes up much less room than other frame machines, so he can fit more equipment in the space.

"On top of the ease of use, there's also less of a carbon footprint than if you're using bigger machines," he explained. "Plus, when you clamp the vehicle down, it does not move, especially if you have EVO™ Anchoring & Holding, which also makes it easier to pull advanced materials."

Frank concluded by sharing about *V & F Auto Body's* relationship with its Car-O-Liner® representative.

"We're in contact with our jobber constantly, and they come out quickly to repair the machines," he said. "If we ever have a problem, the support on the products is superb."

V & F Auto Body

Location: Keyport and Metuchen, NJ

(732) 739-6202

www.vfautobodynj.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 30

In Business Since: 1974

Number of Locations: Two

Combined Production Space:

19,000 square feet



"Car-O-Liner®s Vision2 measuring system saves us an immense amount of time," said *V & F's* Keyport location operator, **Frank Ferraro Jr.**



V & F owner, **Frank Ferraro**, left, poses with his son, **Frank Ferraro Jr.**, right, who operates the Keyport location.

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