



# Rev It Up

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## GREETINGS FROM THE PRESIDENT OF RJ CARS INC.

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Happy New Year! Welcome back! Thanks for all of the great feedback we got from our first newsletter!! We are still getting people requesting extra copies. We plan to post the newsletters on our website as well.

With winter upon us, we are busy working away on several restorations as well as taking care of some fender benders and deer hits. You'll also catch us playing in the grease on some mechanical jobs. I'm glad to be busy and am thankful for the great staff and customers that I work with.

Check out our current restoration featured in this issue of our newsletter. A 1966 Plymouth Belvedere II with a 426 Hemi engine. This car will certainly be turning some heads come

summertime! Also, be sure to check out our website for other cool projects, past and present.

I am, once again, blown away with the current prices that classic cars are bringing! The recent Barrett-Jackson auction in Scottsdale, AZ set record sale prices this year. If you are considering a restoration project, now may be the time to get it done. The price of cars also seems to be bringing parts and service prices up along with it and some parts are getting scarce for certain models. Keep this in mind when considering a project.

No matter how nice a car is, It always seems to look best when you see it coming down the road towards you. They just aren't the same sitting in

the garage or in a museum. The roar of a big block engine, and the smell of tires burning! That just seems to make it worthwhile.

Heads up, we are already scheduling work for Spring and Summer 2005 and filling our schedule quickly. Call me before April show-ers bring the May flowers.

Russell



## DOCUMENTARY ON RJ CARS INC.



RICHARD YOUNG RETIRED DIRECTOR/PRODUCER

RJ CARS has come to the attention of a local retired Kodak Director/Producer who is interested in featuring our restoration shop as a documentary.

Russell and Richard met at breakfast in their hotel in Columbus, Ohio during the Mopar Nationals, Richard was wearing a Marty's Chop Shop T-shirt (see article on p.2). A conversation was brought up about Richard's recent project, a documentary on Marty's and that he was interested in Mopars and a possible documentary on a Mopar Restoration facility.

I know your first thought is American Chopper, with all the hype and bickering back and forth between father and son. However, that's not what Richard has in mind. So we reversed the roles a bit and interviewed Richard for our newsletter to find out more.

**"Richard, what made you decide to take on this project?"**

The love of Mopar's and the lack of shows on TV about the real process of a restoration.

**"What's your experience with doing documentary's?"**

I have done more than 40 documentary's around the world.

**Where do you think this particular documentary will be marketed?**

I'd like to see this as a series on Discovery or The Learning Channel.

Richard had many interesting things to say about his work. We plan to give you more updates in our newsletters as we go along with this project. **In the meantime we are looking for a special feature project(s) for Richard's documentary here at RJ CARS INC. If anyone is inter-**

ested, please contact us.



## CURRENTLY UNDER RESTORATION

I call this one our "BACK IN BLACK" project. We're taking this 1966 Plymouth Belvedere II back to its original color. **BLACK.** We are fortunate to have a fairly solid car to work with here and the black paint should be looking like glass come summertime.

This car has the 426 HEMI engine with a 727 Torque Flite transmission and a 8-3/4 Sure Grip rear end. We are stripping the exterior complete and straightening, prepping the body for the new black paint job. We are also going through any mechanical needs and restoring the trim and chrome as

needed. We will also be tidying up details in the engine bay and the jams.

This beauty belongs to Ted LaFrance of Hornell, NY. Ted has a passion for nice cars and has many Mopar and GM's in his corral from the 60's through present. Look for a future issue in which we plan to feature more of Ted's collection. You can catch Ted, and his wife, Linda, at the Country Kitchen restaurant in Hornell, NY. If Ted has a few minutes, he might even sit and talk cars with you.

Be aware, this is no trailer queen. You young guys driving rice burners might see Ted or his

son, Karl, pull up next to you at the stop light this summer.

In the words of my daughter, McKenna, not quite 2 years old yet.....**HEMI!!**

Need she say anymore??



1966 Plymouth Belvedere II, 426 Hemi



## A VISIT TO MARTY'S CHOP SHOP

The RJ CARS guys headed over to meet up with Marty Pierson in Hall, NY. He was hosting a Winter Open House on January 15, to show off his current projects and "feed the masses". He had a great turnout and some very interesting projects on hand. It was a great time for us to get away and find out what it's like to take classic cars to another level.

Marty has been building BAD A\*\* street rods and customs for more than 27 years. He does

some of the coolest custom body work I've ever had the opportunity to look at. Marty's current projects include a 1941 Willy's with an Outlaw Fiberglass body, custom chassis, and a big block 502 c.i. Chevy engine; two 1932 Fords (see picture to the left) with fiberglass bodies and custom chassis' and a 1960 Jaguar Mark IX sedan .

Marty also recently finished up a beautiful custom job on a 1939 Lincoln Zephyr.

My hat is off to Marty for all of

the hard work he puts into these projects. Forget American Hot Rod Marty's is the real deal!

For more information on his custom work you can contact him at:

Marty's Chop Shop  
PO Box 9  
Hall, NY 14463



Marty Pierson-Owner



## WE WANT TO KNOW...

**Do you have questions you'd like answered about a current restoration your doing?**

**Do you have parts or a car that you can't find or would like to sell?**

If you've answered yes then contact us. We have had some feedback from readers on our first newsletter who have expressed an interest in doing an open resto-

ration forum through our newsletters

Readers could send in, call, or email questions, parts/car requests, or parts/cars for sale and we could list them in our newsletters and/or website.

We thought this would be a great way to share information and knowledge about restorations, along with a place for people to sell or find those hard to find cars or parts.



## SELECTING A CAR FOR RESTORATION

In our last newsletter we discussed levels of restorations. If you missed that article check out our website for a complete description of restorations under our FAQ section.

The first step in an automotive restoration project is to determine to what extent or degree you want to restore the vehicle and whether your budget will allow the **level of restoration** you're after.

Once you've determined the model you want to restore, and decided upon a level of restoration, you'll want to begin by formulating a **budget**. This will

give you a financial overview of the entire restoration project, and may prevent you from getting in over your head or running out of money before your restoration is complete.

Once you've determined what model you want to restore, and how much money you're willing to spend, you can begin your **vehicle search**—the process of locating and acquiring a restorable vintage vehicle for your project. One of the best places to start looking is in a regional carlocator publication from your area. There are commonly available on newsstands and contain

listings of older restorable vehicles for sale in a particular region.

At this preliminary phase of the restoration, you can afford to **remain flexible**. If you need to re-adjust your expectations with respect to the model you plan to restore, or the level of restoration, now is the time to make those adjustments. Once the restoration is well underway—parts have been purchased, time and money have been invested—it becomes more problematic to shift your focus and readjust your goals.

It is advisable to have your car

**professionally evaluated** before you make a final purchase decision. Hire a reputable restoration expert to inspect the car and get a good idea of what it will take to restore it. Keep in mind that it takes a lot of money to make a bad car good again. Buy the best car that you can afford and make it better!



## 4 COSTLY MISCONCEPTIONS ABOUT COLLISION REPAIR

**Misconception #1: The Insurance Company is responsible for selecting the shop to repair your vehicle.**

Insurance agents and adjusters have no authority in telling you where to have your vehicle repaired. It is YOUR investment and YOUR responsibility to select a competent collision repair facility to properly restore your vehicle to pre-loss condition.

“preferred shop” technique. By them doing so, many uninformed consumers end up at repair shops who have agreed to repair the vehicle using procedures and imitation parts dictated by the referring insurance company.

You are NOT required to visit these shops. Doing so could put you at a disadvantage in settling your claim and receiving a high quality repair to your vehicle.

**Misconception #3: You must obtain multiple estimates.**

There is no law requiring you to get more than one estimate. With multiple estimates in hand, the insurance company will likely pay for the repair based on the lowest estimate.

The problem? The lowest estimate is often the most incomplete estimate. Here's a sample:

Shop A writes an estimate including a number of operations necessary to properly repair your vehicle. These operation could include a wheel alignment check, corrosion protection (rust proofing), aiming of the head lamps, paint blend operations, etc..

Shop B prepares an estimate and overlooks the above mentioned operations from their repair estimate.

The insurance company pays for the repair based on Shop B's estimate. The vehicle owner mistakenly assumes they have done so because Shop B is “cheaper” than Shop A. Because of these omitted operations, the vehicle is returned to the owner with mismatched paint, could exhibit premature tire wear, or begin to rust.

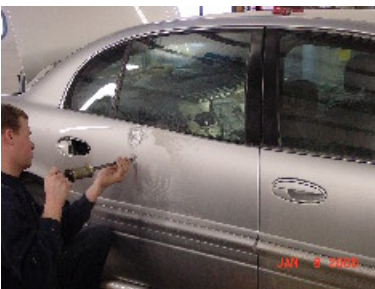
Who loses? The vehicle owner.

**Misconception #4: All repair shops are basically the same.**

NOT TRUE. There are substantial differences among repair shops. Some have made considerably large investments in equipment and training. Many have not. Always do your homework when selecting a repair facility. Ask friends for recommendations.

Some vehicle owners assume the dealer must do the repairs to maintain their vehicle manufacturer's warranty. This is also untrue. The manufacturer warrants only the parts used in the repair process. This warranty is in effect with independent repairers as well.

Furthermore, independent repair shops specialize in collision repair only, where dealers must also focus attention on selling new and used cars, servicing trade-ins, operating parts departments, etc. Independent facilities use the same, manufacturer-warranted parts as the dealer. If you have any questions about the parts warranty, just ask.



**Misconception #2: The insurance representative said the shop you selected isn't on their “approved” or “preferred” list and you should choose a shop from their list.**

In an effort to influence your decision process, some insurance companies use this





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We're on the Web!

www.rjcars.com

### Quality Automotive Repair & Restoration Services



RJ CARS INC. started in business in 1989 as Russell Jacobs Custom Auto Repair Shop.

We offer a wide variety of services including:

- Classic and Antique Auto Restorations
- Collision/ Auto body Repair & Painting
- Mechanical Repair & Services
- Sandblasting/Glass beading
- Interior
- Glass
- Detailing
- Stainless/ Aluminum Polishing
- Parts
- Tire Sales/Service
- Sales

Contact our staff for any of the above listed services at:

Phone: 607-324-8325  
Fax: 775-860-5203  
Email: jacobs@rjcars.com

8:30am-5:30pm  
Monday –Friday  
Saturday By Appointment

## COMMON REPAIR QUESTIONS

### What should you look for when choosing a repair shop?



- \*Look for an auto repair shop before you need one. Avoid being rushed into last minute decisions.
- \*Ask for recommendations. Word-of-mouth often is the best advertising for a good technician. Ask friends, family members and others for recommendations of repair shops or technicians they trust.
- \*State or local law require the shop to be licensed or registered, and you should ask to see current licenses. Also, ask your State Attorney General's office or local consumer protection agency about the repair shop's complaint record.
- \*Be sure the repair shop is capable of performing the repairs needed.
- \*Find a repair shop that honors your

vehicle's warranty.  
\*The best price isn't always the best deal!

### What should be included in an estimate?

- \*Always get and keep a signed written cost estimate for the work to be performed. Make sure the estimate specifically identifies the condition to be repaired, the parts needed and the anticipated labor charge.
- \*Make sure the estimate states that the shop will contact you for approval before performing any work exceeding a specified amount of time and money.
- \*Some shops charge a flat rate for labor on auto repairs. This published rate is based on an independent or manufacturer's estimate of the time required to complete repairs. Other shops charge on the basis of the actual time the technician worked on the repair. Before having any work performed, ask which cost method the shop uses.

### When should you get a second opinion?

- \*Even though you bring in your car with a specific problem, additional repairs may be recommended. If you are uncertain whether the work needs to be done, you may want to consult your owner's manual or get a second opinion.
- \*On expensive or complicated repairs, or if you have questions about suggested repair work, get a second opinion or estimate.
- \*Ask if there will be a diagnostic charge if you decide to have the work performed elsewhere. Many repair shops charge for diagnostic time.
- \*Shops that do only diagnostic work and do not sell parts or repairs may be able to give you an objective opinion about which repairs are necessary.

### What should you know about the parts to be repaired or replaced on your vehicle?

- Parts are classified as:
  - \*New auto parts-These parts are generally made to original manufacturer's specifications, either by the vehicle manufacturer or an independent company (Aftermarket). Prices and quality of these parts can vary widely.
  - \*Remanufactured, rebuilt and re-conditioned parts-These terms generally mean the same thing: parts have been restored to a sound working condition. Many manufacturers offer a warranty covering replacement parts, but not the labor to install them.
  - \*Salvage parts-These are used parts taken from another vehicle without alteration. Salvage parts may be the only source for certain items, though their reliability is seldom guaranteed.

