

SOUTHEASTERN
AUTO WORKS, INC.

10 EAGLES CT.
CARTERSVILLE, GA
30120
770-606-0665

January/February

2012

VOLUME 1, ISSUE 1

JANUARY 10, 2012



Classics
~
Customs
~
Collisions

SPECIALS:

**JANUARY
&
FEBRUARY**

**15% OFF
ON ANY
CLASSIC
VEHICLES**

Happy New Year

Happy New Year from Southeastern Auto Works!

Thank you for allowing us the honor of serving you in 2011. We hope that you had a wonderful Christmas and New Year Holiday.

We look forward to serving you again in 2012!

This year we will be sending out a Bi-Monthly Newsletter highlighting some of the work we have going on in the shop. We will also highlight tips and suggestions, vehicles for sale, specials and much more!

We hope you will find these Newsletters helpful. If you have input or information you would like us to include we welcome submission ideas!

Additionally, if you would like to write a short article for our newsletter please

let us know. We would be thrilled to accept contributions as space allows!

We look forward to making 2012 another fantastic year here at Southeastern Auto Works!

Southeastern Auto Works

**1950 GMC
Pick Up.**



**Special
thanks to Lt.
Dan Wade
and S & S
Studios for
helping make
this truck**

Spring is Around the Corner!

Spring will be here before we know it and with Spring comes the start of Car Show and Tour Season!

This is an exciting time for all who love cars. Whether you have a classic vehicle of your own, or if you just love cars, there is no doubt you will hit at least one car show this year!

We too plan to attend as many car shows as possible!

We look forward to assisting you in the process of making your classic look its best for the upcoming season!

As a "shop tradition," we have always run specials

throughout the year. To keep with this "tradition" we are offering some great specials January through February to help everyone get ready for the 2012 Car Show Season!

Continued on page 2

WWW.SOUTHEASTERNAUTOWORKS.COM



The SAW, Inc. booth at the 2011 Apple Classic Car Show in Ellijay, GA

“The car has become an article of dress without which we feel uncertain, unclad, and incomplete in the urban compound.”

Marshall McLuhan



1964 Ford F-100
Owners: Ricky and Cindy Rich
2011 Cops and Rodders Car Show
1st Place
1960 - 1969 Modified Truck

Spring is Around the Corner! Con't

To kickoff 2012 we have a special offer for January - February for Classic vehicles!

Bring in your Classic Vehicle for any service during this time and you will receive **15% off your total bill** (excluding parts and sales tax).

Additionally, if you are a current member of a Georgia Car Club we will extend **another 5%**

discount during this time period.

We want your classic to look its best for the upcoming car show and tour season, and we want to make it as affordable as possible to do so!

From buffing, to touch ups, to mechanical or full restorations, we are here to serve you!

This offer ends on February 29th, so book now to get your classic in and take advantage of this fabulous offer!

We look forward to seeing you at the upcoming car shows.

Keep an eye out for our booth!



Meet Mark, our Mechanic!

Our mechanic, Mark Hartness has been working on cars for the past 27 years. He is exceptionally skilled and is capable of working on late model vehicles as well as classics. We are honored to have him as a part of our team.



We asked Mark what advice he would give to you for this newsletter edition. Mark says that if he could tell you one thing it would be this: ***“Be sure to keep up the recommended preventative maintenance on your vehicles to avoid major repairs and breakdowns. It is much more cost effective to change oil, change brake pads, check fluids, etc., than to ignore those small preventative items and have a huge problem down the road.”***

If you need mechanical work, or just have a question, Mark is the guy to call! He is honest, reliable and best of all affordable!

You can reach him at
770-606-0665.

Services We Offer

- Classic Restorations
- Collision Repairs
- Custom Body and Paint Work
- Body and Mechanical Parts
- Mechanical Work
- Electrical Repair and Replacement
- Metal Fabrication
- Frame and Suspension Work
- Marine Paint and Body Repair
- Golf Cart Repairs and Service
- Sandblasting
- Buffing and Polishing
- Detailing
- Headlight Restoration

Saving You Money. How do we do it?

“A business that makes nothing but money is a poor business” ~ Henry Ford

Many people have asked us over the years how we are able to have such great pricing compared to the competition.

There are a lot of variables that have to be factored in; however, when we started this business our number one goal was to provide exceptional workmanship at affordable prices.

It is no secret that over the years, keeping our pricing well under the competition has been a challenge at times. Prices of materials increase, operating costs increase, equipment needs repairing or replacing. Without a grounded perspective and clear goal in mind it can be easy in this business to purchase supplies and equipment well out of means. There is a constant revolving door, if you will, of salesmen of all types trying to sell us a paint booth, paint machine, office furniture, credit card machines, advertising and much more. The one thing that we always come back to is that we did not begin this business to simply make money. We began this business for the joy of doing something we love

to do; for the incredible relationships we have been honored to acquire, and the priceless opportunity to be a blessing to others.

Henry Ford said it best when he said “A business that makes nothing but money is a poor business.” Whether you are a “Ford guy,” a “Chevy guy,” a “Buick guy,” ..., it is hard to argue with that!

Our classic restoration pricing is some of the best you will find in the nation for the quality of workmanship. One key to that is that we employ talented people who share our love of classic vehicles as much as we do. To those who work on cars, there is such great joy in seeing a project on a classic car come to fruition and to see the owners pleased with the level of workmanship and the price.

When it comes to our collision services, we have again been asked countless times how we can save money on deductibles and out of

pocket repairs. Some may say there is a fine art to being able to stay afloat by offering great savings on every vehicle we repair. However, we would say that it is more about the relationships we have built with our material suppliers and not “selling out” our family built business for big names and shiny new equipment. Because, as we all know those things come with big price tags.

For those of you who have been to our location, you know we don't have a “prime” location. You also know we don't have the fanciest office or the newest equipment. What we do have is equipment that works, a building that suits our needs both logistically and financially and a staff that enjoys coming to work each day.

All of these things, plus a few other key aspects, allow us to give a high level of customer service with excellent pricing and exceptional workmanship!

Check out our website:

WWW.SOUTHEASTERNAUTOWORKS.COM

You can see photos, upcoming and past events, valuable information, vehicles for sale, and a list of services that we offer.

You can also find us online at [www.facebook.com/](http://www.facebook.com/SoutheasternAutoWorks)

[SoutheasternAutoWorks](http://www.facebook.com/SoutheasternAutoWorks) where we have complete albums, start to finish, of many of the vehicles we have worked on.





10 Eagles Ct.

Cartersville, Ga 30120

770-606-0665

southeasternautoworks@yahoo.com

WWW.SOUTHEASTERNAUTOWORKS.COM

Classics, Customs, Collisions



2012 Atlanta Police Department Cops & Rodders Car Show

Atlanta Expo Center I-285 Exit 55

3650 Jonesboro Road Southeast Atlanta

Saturday February 25, 2012

9am - 4pm

- \$20.00 entry fee at door
- All Vehicles Welcome
 - Specialty Awards
 - Awards for all Classes
- All Non-Food related Vendors Welcome

***All proceeds go to the Georgia
Special Olympics***

For more Info Contact:

Lt. Dan Wade

770-823-9566

Worth a Look



Looking for incredible
rates on Collector Car
Insurance?

We highly recommend
Hagerty Insurance.

For More Info Contact:

Mike Collins

404-353-9399

mcollins@hagerty.com

Tom's Upholstery Acworth, GA

If you have not heard of Tom
Nichols for upholstery work,
his number is
certainly one to remember.

Tom does amazing
upholstery work with
extremely reasonable pricing.

You can reach Tom at:
770-733-0224

Cars

~

Boats

~

Airplanes

~

Furniture

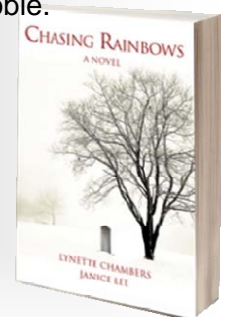
Chasing Rainbows ~ a Novel

If you enjoy a good read, we
recommend checking out Chasing
Rainbows by Lynette Chambers and
Janice Lee.

You can purchase autographed
copies of the book by contacting
Lynette Chambers at 770-355-9957.

You can also find this book on all
major websites such as Amazon
and Barnes and Noble.

Stay tuned for the
sequel as well,
The Emerald
Rainbow,
coming soon.



www.chasingrainbows-novel.com