CHEVROLET
TOYOTA
NISSAN
GENESIS
CADILLAC
INFINITI
BUICK
GMC

MODERN AUTOMOTIVE
MOVING PARTS

1-800-334-0165 · wholesale@modernauto.com
VOLUME 6 · LATE SUMMER 2022

QUALITY WORKMANSHIP REMAINS HIGHEST PRIORITY FOR FAMILY BODY SHOP

Brothers Dale and Jerry Mathis have been part of their father's body shop business from very early in their lives. Their dad, Ray Mathis, started Ray's Body Shop and Wrecker Service back in 1964 after deciding to leave RJ Reynolds. Fixing cars was his passion and he passed that on to his sons, who to this day still own and operate that same body shop located on South Main Street in Winston-Salem. Both say they enjoy working on cars and helping customers. Jerry's specialty became painting cars, and Dale gravitated to the office side of the business.

These days you'll find both brothers involved in the day-to-day operations of the shop that on average repairs around 20-30 vehicles a week. The shop is an authorized PPG Repair Center, a direct repair center for several of the major insurance carriers, and operates with 29 bays and two paint booths. Jerry says that their faith is also an important part of their business. They believe strongly in being involved in the community and strive to maintain actual partnerships with their vendors.

When asked what has made their business successful for the last 58 years, Jerry said, "We take a lot of pride in the quality of workmanship we provide, and returning a customer's car in pre-accident condition." He went on to add that even as a family run business with 21 employees, they still operate a state-of-the-art facility with all of the latest equipment and training that allows them to manage repairs in the ever-evolving auto repair industry. Another unique part of their system is a refinish method that uses water. He says this is much better for the environment, but many shops find it too expensive to switch from.

Like most vehicle repair facilities, Ray's Body Shop and Wrecker Service experiences challenges with struggling to keep up with ever-changing technology. They say parts delays have become one of their biggest frustrations. Jerry shared that he appreciates doing business with the Modern Parts Center because when it comes to possible delays, he can count on communication both up front and while they are waiting for their parts. He says this allows them to keep their customers informed during the repair process, which is something they place utmost importance on.

He also shared that the Modern Parts Center has been around a long time, and the Parts Specialists really know their parts. "Their knowledge about the various vehicle lines, and their ability to locate and track down parts makes them a valued partner," he explained. He said this in turn allows them to repair vehicles as quickly as possible and make their customers happy. They also appreciate that the Modern Parts Center will make multiple daily deliveries to their local body shop. They know that if they call and the part is in stock, it will often be delivered that same day.

Jerry says their business philosophy at Ray's Body Shop is one where they treat everyone the way they would want to be treated. He says when a customer brings a vehicle to the shop they are often in a crisis and upset. He says it's important that they take the time to be patient and make them feel comfortable and confident in their vehicle repair. "From repair to detailing, our customers most appreciate the quality of work we do, and how easy we are to work with," Jerry says. "If we repair a vehicle for a customer and it's done right, we make a customer for life!"

IVIL PORTER PASSES TORCH TO RANDY WOOD

At the end of June, Ivil Porter, a longtime fixture at the Modern Parts Center, officially retired as the Operations Manager of the Modern Parts Center Warehouse. Ivil's career at Modern began in 1984 when he joined the warehouse team as a wholesale counter salesperson. He worked his way up over the years, and in 1996 became the Operations Manager of the Modern Parts Warehouse, which today consists of 90+ employees.

During his 38 years at Modern, Ivil was known as an expert parts person, and his skills eventually led him to become responsible for managing delivery routes, hiring staff, and working with the OE Parts Express Co-Op partners. He said his focus was always on customer relationships. He valued good communication and doing everything possible to get the right parts to the customers. "Along the way I developed a lot of friendships, and to this day I still enjoy connecting with many familiar faces," he said.

Ivil saw the parts business grow significantly when GM went from delivering parts from the distribution center to the warehouse once or twice a week to daily in the mid- 80's. This significantly increased the business from body shops because they could get their parts the next day. Back then, Modern's customers were mainly in Winston-Salem, Greensboro, and High Point. Since that time the Modern Parts Center has grown significantly and now services customers on 43 different routes in multiple states.

At the center of his success was the instrumental role he played in getting E-commerce started at the Modern Parts Center. He said in the early days parts ordering and inventory management was handled manually. Today, it is all done electronically with barcoding and scanning. This has made handling customer orders and managing the inventory more efficient and streamlined, and it has been key to getting customers their parts as quickly as possible. Ivil is proud of the fact that Modern was one of the first dealerships in the state to do this.

Ivil says the biggest challenge he faced while working at Modern was moving $6 million in parts from the downtown warehouse in 2004, to what is now the Modern Parts Center on Kelley-Moore Drive in Winston-Salem.

Ivil's legacy is one of a strong work ethic and treating customers and employees fairly. He shared that Modern has been built on good people. "People are what has made us successful," he said. He explained, "Customers who put their trust in Modern and have remained loyal to the company all these years really contributed to our growth, but we wouldn't have been able to service these customers if it wasn't for the dependable, hardworking employees who made it happen." Ivil also credits the owners of Modern with encouraging an attitude of being the best. "The Fowler family has maintained this philosophy and has remained committed to providing the tools and resources to help carry it out," he said.

In his retirement, Ivil is looking forward to traveling, fishing, and enjoying both the mountains and the coast with his wife, Charlene. He says he'll miss being a part of the day-to -day operations at the Modern Parts Center, but he knows he's leaving it in good hands.

With his departure, Ivil passes the torch to Randy Wood who will now take on the role of overseeing operations at the Modern Parts Center. Randy's career at Modern began in 1999 when he worked as a lot attendant at Modern Nissan. He worked his way up into the parts department and joined the Modern Warehouse in 2004 where he is known to many as a Nissan expert.

Randy says what has remained most valuable to him all these years is the relationships he has built with customers. Randy was part of the phone center when it was introduced to customers in 2019. "We went from selling individual brands, to one salesperson being able to sell multiple brands," he said. Selling parts for different vehicle lines forced him to learn more about several brands including GM, INFINITI, NISSAN, and TOYOTA. He says his interest in a management role came from learning from his mentors which include Renn Ramey, a retired Parts Manager at Modern Nissan, Ivil Porter, and Scott Traub, Modern's Corporate Parts Director.

When asked what he sees for the future of the Modern Parts Center, Randy says he wants to continue growing the amount of business coming out of the Modern Parts Center and to foster a great working relationship between management, the warehouse team, and the sales staff. He says, "Our goal is to do the best we can to take care of our customers. That means having a solid internal team that ultimately provides the parts and service our

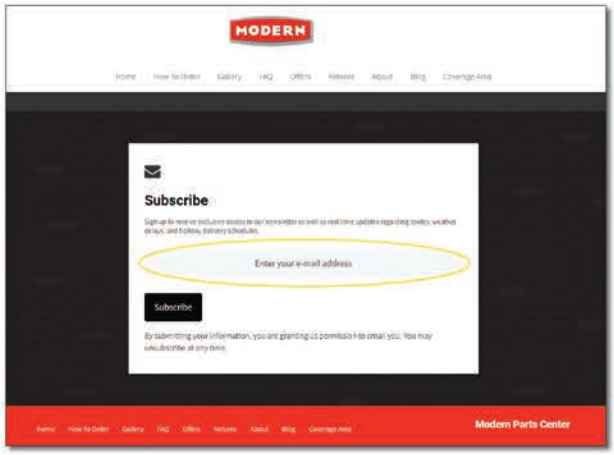
Continued...

Carolyn Floyd is the newest voice you'll hear assisting our customers in the Modern Parts Center. She currently works remotely from her home in Elwood, Illinois, but will eventually be building a home and moving to Rogersville, Tennessee. She brings over 32 years of parts knowledge, covering multiple vehicle lines. Her expertise is in GM and Mazda, but she also has years of experience working with Subaru, KIA, Mitsubishi, the MOPAR brands, VW and Nissan too. In her spare time, you'll find her camping, kayaking, or motorcycling. She is also an avid reader. She has been married to her husband, Ken, for 32 years, and they have one son, Anthony. She shares that she finds our Modern Parts Center customers to be very pleasant to talk to, and is enjoying getting to know them. Welcome Carolyn!

Check us out on Facebook!

Be sure to like and follow the Modern Parts Center to receive important updates and information.

We also have a new Modern Parts Center web page at www.modernpartscenter.com. Use your email address to sign up for exclusive access to our newsletter and for opportunities to win valuable merchandise, updates about the warehouse, possible delivery delays, route information, special promotions, and more! Go to the home page on the website, scroll to the bottom and enter your information under "Subscribe."



...Continued

customers need and expect."

When asked what sets the Modern Parts Center apart from the competition, Randy says good communication is key, both internally and with the customer. He says it is also important to understand customer needs. "The parts business is changing and evolving at a rapid pace. The demands on collision centers and mechanical shops are greater than they have ever been. We need to have available inventory and provide efficient, reliable service to get parts to our customers as quickly as possible," he adds.

The Modern Parts Center will continue to work to improve how this is done. Randy says, "You can expect to see the Modern footprint continue to grow. We will continue to look for ways to improve what we do, including increasing our inventory and the space needed to store it, adding more efficient systems, and incorporating the necessary people and tools to make sure we are operating as efficiently as possible."

WE ARE PROUD AS A PEACOCK!

Modern Nissan of Winston-Salem was named the number one wholesale dealer in the state of North Carolina in 2021. This was based on overall parts volume sold. We're proud of our entire team, and our Nissan customers who helped make this happen.

From all of us at the Modern Parts Center, thank you!

Did you know the quickest way to get your core returns picked up is to send an email to returns@modernauto.com? Requesting pick up of your returns at this email address ensures that our dispatch team schedules the pickup and allows for room on the delivery truck. Relying on the driver to pick up returns when parts are delivered could result in not enough room on the truck, especially if the part being returned in a larger item, such as a transmission.

MODERN AUTOMOTIVE
CHEVROLET TOYOTA NISSAN CADILLAC INFINITI BUICK GMC GENESIS