

An Interview with Jim Potts

Jim Potts, owner of **Jim Potts Auto Glass** in Lubbock, Texas has become an outspoken proponent for proper vehicle windshield replacement installations and consumer safety.

Recently we had the opportunity to talk with Jim and find out what makes **Jim Potts Auto Glass** different and why he is so committed to customer service and consumer safety.

Q: Jim, how long have you been in the auto glass business?

JP: *24 years. And each year the glass business becomes more complex.*

Q: What was the auto glass industry like when you started?

JP: *Many windshields were rubber mounted or installed with butyl tape or low strength adhesives, which was all that was required.*

Q: How has the industry changed since then?

JP: *Technology created completely different, and much stronger adhesives. And how a windshield is installed is no longer a matter of opinion. It is a matter of correct procedure set forth by the vehicle's manufacturer.*

Q: Why has the windshield become so important?

JP: *It is now considered the most vital component of a vehicle's safety restraint system by the National Highway Transportation and Safety Administration. It also now figures in to the overall strength of the car body and must be done right to preserve its strength. Without a windshield in place in a rollover situation the roof would crush down on the occupants.*

Q: How have insurance companies affected your industry and customer service?

JP: *Many insurance companies contract third party billing services to process their claims. The agent and auto glass companies have lost some of their personal customer contact. And that's a shame because a windshield replacement is all about outstanding customer service.*

Q: Aren't most auto glass shops basically the same?

JP: *No. The job you get is no better than the skill of the installer on a given day. That's why I make sure our technicians are trained in the latest procedures and kept current of any and all industry changes. Some installers simply don't know the proper methods of glass installation and why these methods must be followed. Unfortunately many installers skill is measured by the shop owner by how fast they are and with many cars today working too fast means things are not done right.*

Q: What made you decide to stand up for proper windshield installations and consumer safety?

JP: *When a job leaves our shop I want to know that it is properly bonded and the vehicle is safe to drive. The safety of the vehicle owner and their family means a lot to us.*

Q: If you could change just one thing in the auto glass industry, what would it be?

JP: *A more common sense approach to glass design and mounting by the manufacturers.*

Q: Give me one good reason why someone should hire **Jim Potts Auto Glass** to install a windshield replacement?

JP: *Our people. They know how to do things right. We use original grade products, and all our work carries a lifetime guarantee in writing. Plus we never charge one penny more than your deductible."*

Q: Any final thoughts?

JP: *As Lubbock's leader in consumer safety and trust for 24 years, Jim Potts Auto Glass has a responsibility to preserve your vehicle's value and warranty and to protect your family's safety by making sure your windshield performs when you need it most...at the moment of impact in an accident."*

Q: Jim, we would like to thank you for sharing some of your time with us today.

Jim Potts Auto Glass is open from 8 a.m. to 5:30 p.m. weekdays, Saturdays from 8 a.m. to noon. Call 765-7877 or go to www.jimpottsautoglass.com. Listen for Jim weekdays on KFYO-AM.
