



# Rev It Up

1789 County Route 50  
Arkport, New York 14807

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Welcome to the first of our quarterly RJ CARS INC. newsletters.

This all started back in 1985 when I was looking to have my 71 Chevy Impala re-painted and dreaming that I was going to restore my 70 Mustang Fastback.

It was at that time I started helping out at Fender Bender Mender where I learned the fine arts of auto body repair from Greg "Ironman" Kysor. It was my friend, Larry Jackson, who taught me how to get my hands greasy as I watched over his shoulder at Larry's Automotive Services.

Days, months, and years passed and at the tender age of 21, I decided I would start my own business. Oh boy!

Out of the gate, a name was decided, Custom Auto Repair Shop (C.A.R.S). Working out of the old cow barn was more than interesting!

Things sure have changed since those days. As I met the 15 year mark with a new name, RJ CARS INC. and new challenges to face, it was a time to celebrate with all of those who helped make us a success.

Who knew that this passion of restoring old cars would turn into one of the hottest trends in the new millennium.

It was then that the idea of sharing the business happenings along with exciting industry news with others came about. In our newsletters we look forward to featuring interesting articles, some contributed from

our customers and local experts in the field of restoration.

I would like to dedicate this first newsletter to my brother, who was my greatest fan. I would also like to take the opportunity to thank all of you who have supported me over the years.

**Have a Happy Holiday Season!**

Russell



PHOTO SHOOT WITH DARREN TRAVER'S

## TWO RESTORATIONS PHOTOGRAPHED FOR NATIONAL MAGAZINE

RJ CARS attended the Carlisle All-Chrysler Nationals event in Pennsylvania on July 9-11, 2004 for the first time as a vendor.

We experienced a huge response from the attendees with hundreds of visitors to our tent space.

As an added bonus, Mopar Muscle magazine approached us about photographing the 1972 Dodge Charger Rallye and the 1970 T/A Challenger we had on display for features in their magazine.

We would like to take this time to thank Darren Traver and

Mike Fraley the owners of the cars for their cooperation in allowing us to have our restoration work and their great cars be featured in a nationally recognized Mopar magazine!

We'll let you know when these articles hit the stands.



## MEET OUR STAFF

We thought our first newsletter would be a great opportunity to introduce you to our staff.

Russell's wife Susan joined the team in January of 2004 as the new office manager. She has taken over invoicing, updating our restoration documentation process, marketing, and the general organization of the shop, along with being the editor of our newsletter.

John Krause was our next addition as our part time mechanic. John comes with over 25 years of experience and has been a welcome addition to the team. He has allowed us to offer more mechanical services to our cus-

tomers. Look for features on John's 1970 Plymouth Superbird project in the future.

Brandon Heerkens is our full time Auto Body/ Restoration Technician. Brandon started with us in the spring of 2004. He has been a wonderful asset to our team.

Alex Gambino is our RIT Cooperative Education student who joined the team in September. See article on the next page for more details.

Jamiee McFadden has recently joined us as a part time office assistant. Some of you may have seen her buzzing around at the Anniversary Celebration.

And as always Russell leads the team in the never ending adventures of auto repair and restorations!



Pictured Top to Bottom:  
Brandon Heerkens

John Krause

Jamiee McFadden



Susan And Russell Jacobs

## NEW SHOP RENOVATIONS UNDERWAY

As some of you may know RJ CARS is currently undergoing some major renovations.

Many of you have seen our new sign out front designed by David Shera and our flag pole blueprinted by Dan Herring.

Very soon you will see our office take shape with a rest room, break room for the employees and a customer waiting area, along with some classic car collectables.

We've also completed a 1000

square foot body shop where cars will receive all their metal and body work.

Our paint shop is getting a new set of lights, along with a new filtration system to help reduce particles in the paint jobs.

Our storage barn is currently being cleaned out and organized. We are in the process of setting up new parts racks and bins. This will allow us to have a more organized area for customer parts and an inventory of used parts available for sale.

We are very excited about these new improvements to our facility and look forward to holding an Open House for the public this summer. So stay tuned!



The new office area under construction



New lighting in Paint Shop

## 15 YEAR ANNIVERSARY CELEBRATION

On July 31, 2004 we celebrated 15 years in business with lots of great food, a DJ and a band along with children's activities, and a car display despite our somewhat soggy weather.

Thank you to our door prize sponsors: Don Davis from J & T Automotive, Mike Button from MAC Tools & Ray Young from Laf- A Lot!

A great time was had by all!



The Beckstrom's & Ohara's



Brian & Cheryl Winners of J & T Door Prize



## STORING YOUR CLASSIC CAR FOR THE WINTER

After spending all the time and money you do on your classic or antique automobile the last thing you want to have happen is mice or other creatures destroying your car.

So here are a few pointers in storing your classic or antique car:

1. Try to store your car in an enclosed garage. A heated garage set at approximately 50-60 degrees is ideal.
2. Use mothballs inside the cars interior. Place them on top of a plastic lid or
3. Give your car a good wash and wax. Then use a car cover to keep dust and grime from leaving a residue on your paint.
4. Top off the gas tank and use a gas stabilizer additive. Change the oil.
5. Avoid flat-spotting the tires. Store the vehicle up on jack stands.

some other container, not directly on the carpet. This will deter those little critters from leaving messes or chewing on your cars interior. Cover the tailpipe.

6. Check the insurance. Make sure you have liability at a minimum. Collision and theft coverage can be important too.
7. Store convertibles with the top up.
8. Finally if your using a garage with a cement floor you may want to put plastic or another moisture barrier underneath your car.

If you have any questions about any of these tips feel free to give us a call at the shop.

If you're looking for storage for your car please contact us as we have space available.



## WINTERIZING YOUR CAR

Now is the time to have all those scratches, nicks, dents and stone chips repaired before the harsh winter road salts attack the body of your vehicle. A paint chip as small as a pin head can turn into a major blister once road salt attacks and if left alone it will eventually rust through. Rust is the result of a conversion process that takes place when oxygen and moisture come in contact with bare metal containing iron.

The process of oxidation or rusting is accelerated when salts are added such as those used to

melt ice on the highway surface. If not repaired quickly the metal will convert to solid rust, which is very porous, weak and scaly. The cost of repair will normally go up as the body damage goes unattended and what was once a minor repair can turn into major reconstruction. We recommend that you have your car washed and waxed to protect the finish.

Along with taking care of the body of your car there are several factors to consider for winter driving conditions.

Here is a quick checklist of items to look at:

- Make sure you have safe tires. Check the tread wear, tire pressure and install winter tires if needed.
- Check your windshield wipers and make sure they are in good condition to survive ice and heavy snow. Also check your windshield wiper fluid.
- Get a tune up on your vehicle.
- Check battery & battery cables.
- Check brakes.
- Check four wheel drive.
- Check anti-freeze protection.

RJ CARS INC. has the knowledge, experience, facilities and equipment needed to ensure quality repairs to your automobile body.

**See insert for Special Discount on these services!**



## RIT CO-OP STUDENT JOINS RJ CARS TEAM

Alex Gambino has recently joined the RJ CARS team from Rochester Institute of Technology.

Alex is a on a cooperative education program through the college and will work with us for at least 700 hours to meet the requirements for his mechanical engineering technology program.

Alex is from Massachusetts and has had lots of experience with

the lobster industry, but with a passion for old cars Alex searched the internet and found his way to our shop one day.

Alex has been a welcome addition to our team. He has brought fresh perspectives, ideas and knowledge to our shop.

A few words from Alex about his experience here at RJ CARS INC.....

"Thanks to the RIT Co-Op program I have been able to

experience some of the coolest cars around. I came to Russ one Saturday last spring and asked him to let me work for him. I told him I didn't require a large salary and that I knew how to work, not necessarily on cars, but that's what I wanted to gain from him. I have learned an extraordinary amount in just a short ten weeks and look to increase my knowledge in the following months. Thanks Russ."



Alex Gambino  
Auto Repair/ Restoration Technician



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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
- 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

## FREQUENTLY ASKED QUESTIONS ABOUT RESTORATIONS



1966 Hemi Coronet receiving a Rotisserie Restoration.

### What are the different types of restorations you offer?

We are called upon to help in the restoration process at any point. We offer anything from a full rotisserie restoration of your car, to stripping and a full paint job or just specific parts that you would rather leave to the experts. We offer restorations for those who are looking for a nice driver to a concours show restoration.

Here are the definitions used in restoration:

• **Coueurs**— The highest level of restoration. On a 100-point judging scale, this level hits the 100-mark of complete & pristine restoration. A car restored to this level can be deemed perfect in every discernible way. Cars at this level are show candidates, and are never driven. Achieving this level of restoration is a highly expensive undertaking.

• **Show**—At the show level, the vehicle has been professionally restored and has no major flaws. These restorations fall within the 90 to 95-

point range on the 100-point scale.

• **Street Show**—At this level, older cars may show some slight wear, but are still highly presentable. These fall into the 80 to 89-point range.

• **Driver**—A less expensive and less time-consuming restoration than the previous three categories, the driver level restores the vehicle to the point where it is close in appearance to how it looked originally, but is suitable for driving. Though not as stringent as the prior categories, a driver level restoration is generally more affordable and is still quite rewarding.

### What is a rotisserie restoration?

A rotisserie restoration is when we totally disassemble the car and on some models, the body is taken off the frame. The body is then placed on a rotisserie, which can be turned to show any space on the car. From there it can be sandblasted to bare metal, have

any body work completed, primed, painted and reassembled the same way the factory did it.

### How much does it cost?

There are many variables when it comes to the cost of a restoration depending on how much you want done and what type of restoration you desire. All restorations are charged on a time and materials basis with a restoration contract that spells out the work to be completed and our billing procedures.

### How long will it take?

Completion times vary depending on the condition of the car, type of restoration desired and availability of parts. A relatively accurate estimate can be given upon visual inspection.

### What is your experience with restorations?

We have over 20 years experience with restoration work and knowledge of classic and antique automobiles. Contact us for an information packet.



1970 T/A Challenger after receiving a Rotisserie Restoration.

