

Book Review

MAKING IT RIGHT Why your Car Payments are lasting longer than your FACTORY PAINT JOB: Basic Guide

By Stephen N. Gaiski

Zestar Corporation, \$29.95, 166 pages

In the past few years, car manufacturers have outsourced the painting of their cars to companies that specialize in paint - BASF, DuPont, and PPG primarily. These outsourcing deals were supposed to provide standardized paint finishes on new cars, often from within the same automotive factories that previously handled their own painting. What seems to have happened is a distinct lowering of standards and paint thickness quality, resulting in a growing number of paint defects showing up earlier in a car's life. *MAKING IT RIGHT Why your Car Payments are lasting longer than your FACTORY PAINT JOB* is a basic guide to the problems consumers are facing when their new car or truck is beginning to show paint chipping, flaking, rusting, and other premature paint defects.

While billed as a basic guide, *MAKING IT RIGHT* includes plenty of technical data, charts, and references about which manufacturers, factories, car models, and years are more likely than others to have significant paint defects (including Ford's Kansas City Escape facility, where 99.8% of all the cars painted there under a BASF contract had insufficient primer applied to cars over a three-year period). One of the biggest, and most obvious, selling and reselling points of a car is the paint job. If your two-year-old car has paint flaking and rust, you are less likely to get a reasonable price when selling it or trading it in. *MAKING IT RIGHT* can help most consumers with automotive paint problems not only discover if their car was part of the massive cost cutting by the paint subcontractors, but also get rebates or repaint credit for their cars. Just hopefully not from the same companies that messed it up in the first place. The only mentionable flaw in the book is the bibliographical citations included. Many were for web pages, and there were many urls that should have been shortened with bit.ly for easier reference.



Consumers are not aware that automakers have adopted new business models in which they receive a service, "painted vehicle", instead of buying a product, "paint", from the paint suppliers.

The primary paint suppliers have fleeced both the auto industry and consumers by providing vehicles not painted to specifications.

Automakers, dealers and consumers need to exert their rights and hold the paint suppliers accountable for these defective units.

Outsourcing resulted in Thin Paint on millions of vehicles.