

Modesto Transmission Repair Shop Reopens with a Renewed Commitment to Quality

Ralph's Transmission in Modesto, CA reopens with new ownership, upgraded shop equipment and new branding, while retaining a strong customer service focus: "A Commitment to Quality Since 1969."

Modesto, California ([PRWEB](#)) March 30, 2016 -- Ralph's Transmission in Modesto has found new life. New owners, Mario and Maria Jauregui, are embracing the strong history of this local shop while staying focused on shaping the future of the transmission repair industry.

Ralph's Transmission was originally opened in 1969 and has been a family-owned business for nearly 50 years. The Jaureguis are veterans of the transmission repair industry, having owned and managed several successful facilities throughout the Central Valley. They, too, have always believed in the importance of locally owned and family-operated businesses. It's what sparks them to have such a hands-on approach to service.

When they were looking to open a new shop in Modesto, Mario and Maria were immediately drawn to Ralph's. The shop had a great location in town and a quality reputation since it first opened in 1969. At the same, they noticed the facility was starting to look a little run-down and the company lacked a strong marketing presence. They were able to purchase the business and recently reopened with an updated brand look and a renewed commitment to exceptional service.

"Ralph's was once something really special in the Modesto community and we knew we could bring it back to what it once was," says Mario. "We worked hard to update the shop while coming up with a fresh marketing approach. The new logo, website and other branding materials showcase Ralph's history along with our focus on incorporating modern ideas."

One of those big new ideas was to implement a bold warranty program. Every transmission that is rebuilt at Ralph's Transmission is covered for up to three years or 100,000 miles. It shows they stand behind the quality of their work.

"Our family is very involved in the community, so it's important for us to provide the best service around," Maria adds. "Word of mouth spreads quickly in the Central Valley. We always take care of our customers first and that enables the business to grow naturally."

Ralph's Transmission's new logo has a retro style, reminiscent of hot rod shops and automotive businesses from the era when this business was founded. Mario and Maria wanted to represent the traditional foundations of this company. Beyond that, the marketing approach is very modern. The Jaureguis are using web, social media, direct mail and outdoor billboard advertising to reach new segments of customers throughout the Central Valley. Their new website can be viewed at <http://www.ralphstransmission.com>. In a few short months, Ralph's has already grown quickly and reestablished itself as the premier transmission repair shop in the area.

"We're excited to see what the future holds for Ralph's Transmission," says Mario. "We believe there's a bright future ahead. We hope that any time someone in this area has a transmission problem, they think of Ralph's first. We want them to know they can come here for great service with a truly personal touch."



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Online Web 2.0 Version

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