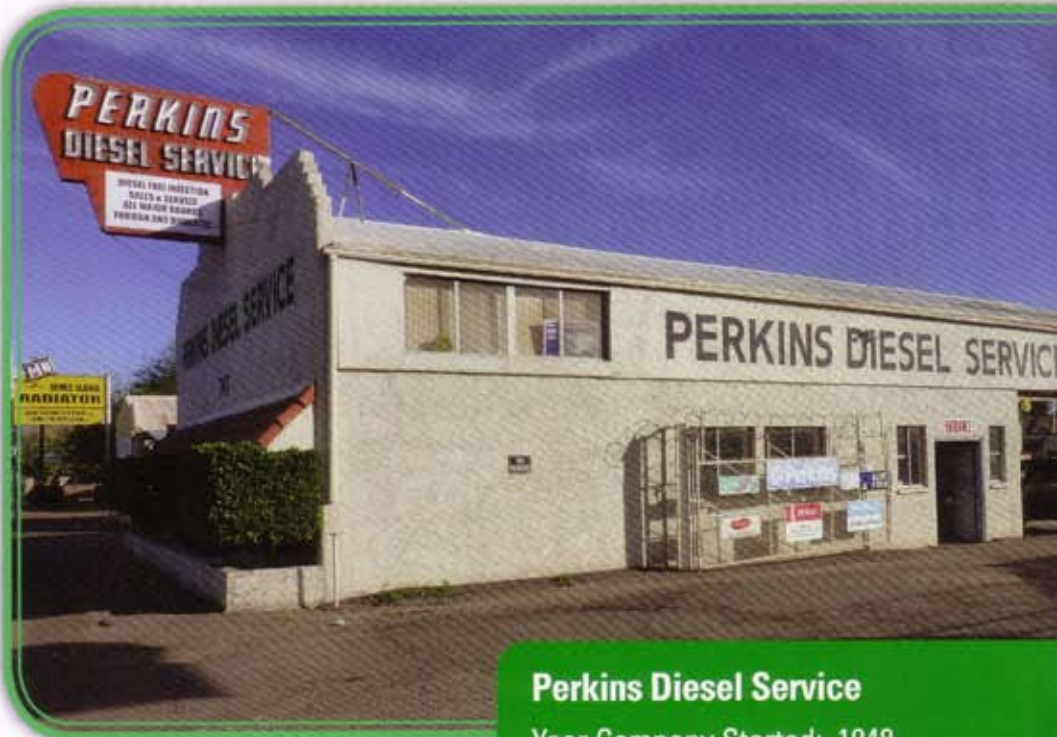


# Perkins Diesel Service

By Lea Ann Reed

Perkins Diesel Service opened its doors for business in 1948. From the beginning this family owned shop has focused on the customer and not only meeting but exceeding their expectations. Owners Jay & Ron Perkins have worked on diesel engines for more than a combined 70 years. Jay has grown up in the industry starting when he was only 8 years old, sweeping floors, cleaning engines. At the young age of 14 he started working on fuel injection and hasn't looked back since.

Through the years Perkins Diesel Service has faced challenges, from pricing of services to staying educated on the latest trainings and changes in equipment but in a true entrepreneurial spirit they have faced them head on. Like most small businesses they face the reality of keeping a business going each and every day. Yet through it all they have been able to build a strong customer base and have kept the doors open for



more than 66 years! Jay is proud of the way his family has had "the ability to adjust, learn and prosper."

The ever changing technology of today's diesel engines has been a major hurdle to overcome. "We have to be very careful about what we invest in, many times the equipment costs are very high and the technology is only used for a few years. We are hopeful the Common Rail Systems will be around longer and afford us the ability to invest in equipment and enjoy a return on that investment," said Jay Perkins. The attention to the changes in the industry coupled



## Perkins Diesel Service

Year Company Started: 1948

Year you joined ADS: Charter Member Jan. 1957

Number of Employees: 4

Location (City, State/Province Country): MESA, ARIZONA, USA

Website or e-mail: [www.perkinsdieselservice.com](http://www.perkinsdieselservice.com)

with the extensive knowledge gained over more than 35 years has allowed Perkins Diesel Service to strategically update their diagnostic and test equipment to meet the needs of their customers.

In recent years they have also seen a change in how they do business. Through the recession they noticed

## Shop Profile



businesses, they have made it through those trying times.

Perkins Diesel Service is a charter member of ADS and is proud of the distinction the association gives its members. Through the years they have been

able to take advantage of the trainings offered, attend the International Convention & Tradeshow, and participate in the forums available to members.

As Perkins Diesel Service looks to the future Jay says, "We want to be competent at Common Rail systems and competitive, we also think that rebuilding and testing pumps and now Common rail injectors is where we can remain a stand out. Everyone wants to do drive in Service. We want to remain Specialist in Diesel Fuel Injection."

And for the future technicians he says, "Do your best, read everything you can and never disregard the basics, and please stop trying to guess what's wrong, diagnose and be confident in problem solving." ■

more competition from "at home" mechanics. This was tough to compete with pricewise but they distinguished themselves as the experts in the field in their area and even were able to increase their sale of parts to some of these individuals. And unlike many small

