

# Diamond Head Motors

It's a bit of an understatement to say Richard Raffaele knows something about the vehicles in Squamish and the Sea to Sky Corridor.

Born and raised in Squamish, Raffaele's father started Diamond Head Motors in 1970 at the Chevron Station on Garibaldi Way where there were gas pumps and three bays to work on vehicles.

"I worked for my Dad at the Chevron Gas Station throughout high school pumping gas and cleaning the shop," he said. "I then went on to take a four year automotive apprenticeship at BCIT. In 1993 the Chevron Station was changed to a Town Pantry and at that time we moved Diamond Head Motors to its current location at 1008 Industrial Way where we built a seven bay shop. Shortly after moving to the Industrial Park we became an Auto Pro."

Raffaele is the boss now, but it's still very much a family business.

"In 2007 I took over the running of the business," he said. "However, my Dad still continues to work. My Mom and wife share the bookwork."

Now in business for more than over 43 years, the shop offers fully certified automotive technicians who service and repair all makes and models of vehicles.

They do it all, from oil changes, to tune ups, exhausts, air conditioning, engines, transmissions, tire sales, suspension and front-end work.

"We also take care of new car warranty maintenance," he said. "Many people believe they need to go back to the dealer for warranty maintenance service work, however it can be done at our shop. We also do rotor, drum and fly wheel machining, and we have a propane dispensing facility on site to fill vehicles as well as propane cylinders of any size. We are also a designated inspection facility for the province of BC, a BCAA Approved

Auto Centre and a used oil and antifreeze recycle centre."

The team also offers a range of other services free-of-charge.

"We offer a host of free services including on-line auto maintenance schedules for your car and light truck followed up with friendly reminders that let you know when your car is due for its next service," said Raffaele. "We explain every job and provide you with an estimate. We pride ourselves on quality service and repairs guaranteed at a fair price. We use quality parts and through Napa Auto Pro offer a one year or 20000 km North American-wide warranty."

Being such a long-time local, Raffaele and Diamond Head Motors tend to give back to the community as well.

"We have sponsored minor sports teams and make donations annually to various charities as well as support local fundraising events and community initiatives, such as the annual Squamish Days Loggers Sports," he said. "We have been a member of the Chamber of Commerce for about 25 years, and we often accept students from Howe Sound Secondary School for work experience."

For Raffaele, it's about continuing the family tradition of great service and satisfied customers.

"I enjoy working hard and the challenge of running a business. I like working on vehicles - figuring out a problem and then fixing it. It is very satisfying to have customers leave happy and know we've done a good job," he said. "At Diamond Head Motors you are talking to someone whose job it is to ensure that the job is done right and that you are happy when you leave. Much of our business is through word of mouth and over the years we have built up a base of loyal clients who are excellent customers. They are important and become extended family to a business like ours."

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