

['KEEPING
CUSTOMERS SAFE']

OTTO SERVICE SPECIALIZES IN SERVING THE COMMUNITY

By Denise Elam



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or the Otto family, one thing has always been clear: caring for customers is top priority.

"We don't just care for your vehicle, we care about people — we care about you." said co-owner Terri Otto. "We don't want to just be an auto repair business. We want to actually make a difference in peoples' lives and the lives of their families. Not only keeping them safe on the road, but coming together and showing people we care."

Otto Service began more than 40 years ago with a home garage and a dream.

"It actually started in 1977 out of my father-in-law's garage," Terri said. "In 1998, he built our current location on Blue Ridge Boulevard, where we are now."

Terri said founder Alan Otto, her father-in-law, saw a need in the community for auto services and recognized the opportunity for business.

"It has grown into much more than we could have imagined," Terri said.

Terri and her husband Andrew purchased the company from Alan in 2017, eager to carry on the family name and reputation while expanding the business.

"My husband's worked in the business since he was about 16," Terri said. "He transitioned from working in the shop to being in the front office, then eventually became the manager."

Terri has worked alongside her husband for several years, creating and tailoring the shop's marketing and social media presence. The two added Toyota and Lexus services to the shop around six months after stepping into the role as owners, all while raising newborn twin boys. Previously, the shop specialized solely in Honda and Acura vehicles.

"Being a business owner — it's not just handed to you," she said. "There's a lot of hard work and loans to pay back but we're blessed to have it be ours now and be able to shape it in the way that we want to shape it."

Otto service employs ASE certified technicians and offers customers online booking, loaner vehicles, after-hours drop offs

and up-to-date diagnostic and repair equipment.

Due to COVID-19, Terri said the shop is focused on providing customers with a clean, safe environment and experience.

"We sanitize peoples' cars and keys and return them in a ziplock bag," she said. "Our techs are wearing gloves."

Otto Service offers contactless pickup and delivery services so customers don't have to even worry about leaving their homes.

"We will actually go and pickup their vehicle, drop off a loaner if they need it and bring their car right back to them when it's finished," she said.

The waiting area recently reopened and social distancing is encouraged, with a plexiglass shield and sanitizer readily available.

Andrew and Terri pride themselves on being active community supporters. The shop was honored with a "25 under 25" award by Thinking Bigger Business Media in 2019.

"We won the Big Impact award in 2018 from the South KC Chamber for our impact on the community," Terri said, noting that providing helpful tips and educational information to customers while servicing is a priority. "We really try to partner with people to not only service their vehicles but educate them as well."

Dealerships are the shop's biggest competition. Terri said Otto Service works to take their services and assistance to another level.

"It's more about the people who come in the doors — making sure they're safe on the road and treating them like they're a family member," she said. "I know that my husband and the other guys who work alongside him just want our customers safe."

Terri encourages people to come see the difference for themselves.

"I always say that trust is earned — it's not given," she said.

Otto Service is open Monday through Thursday, 7:30 a.m. to 5:30 p.m. On Fridays, the shop opens at 7:30 a.m. and closes at 5 p.m. For more information or to book an appointment, visit ottoservicekc.com.

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-Terri Otto, co-owner of Otto Service

