



[LAPORTE'S PAINT & BODY, INC.]

LAPORTE'S CARRIES ON TRADITIONS OF QUALITY AND INTEGRITY

AFTER MORE THAN three decades in the auto repair business, LaPorte's Paint & Body has made a name for itself in Baton Rouge. "People know who we are, where we're at and how we do things," says Doug LaPorte.

Doug purchased the business from his parents, relocated and rebuilt a brand new facility off Coursey Boulevard directly behind Anton's Fine Jewelers back in 2002.

LaPorte's is known for its attention to detail and reputation for quality. Doug's insistence on honesty and integrity has carried on over the years. He was taught from the very beginning that painting and refinishing an automobile is an art form.

LaPorte's can work on any type of vehicle, whether American, foreign, or high-end European models such as Mercedes, Range Rover and BMW. A majority of the business's workload comes from insurance referrals, dealerships, repeat customers and personal referrals.

Matching the finishes found on most of today's vehicles requires expertise in application techniques. LaPorte's hires only the most experienced technicians and offers a lifetime warranty on all repairs.

"Our facility is cutting-edge, so we



get the cars in and out quickly," says Doug. "It's a production line, but quality is our focus and always comes first."

Personalized customer service is what ultimately sets LaPorte's apart from the competition. While Doug enjoys his days off, he feels a respon-

sibility to be on site and maintain a certain level of excellence. Quality inspections are an important part of the repair process at LaPorte's, along with cleaning both the exterior and interior of each vehicle. This ensures that the vehicle is ready for pick-up by

the client.

"We take pride in delivering a clean vehicle with a like-new finish," says Doug. "Joey, my assistant manager, and myself, put our hands on every finished product that comes out of the shop."

While the insurance business has become more challenging over the years, LaPorte's maintains competitive rates without compromising quality. Doug has worked in every aspect of his business for over 36 years, so he knows the amount of skill needed to repair an automobile. He is able to problem-solve on every level.

LaPorte's only works with insurers who allow them to repair the car properly and makes every effort to write a precise estimate the first time. Having your car repaired after an accident is both inconvenient and stressful, but Doug and his team do everything in their power to ensure a smooth process. He advises those in search of a repair shop to check referrals.

"We've succeeded in business this many years because of satisfying our customers each and every time," he says. "It's not easy to turn an automobile accident into a memorable experience, but Doug, Joey and Janet will do everything possible to do just that." ■

AT A GLANCE

PRIMARY PRODUCT/SERVICE: Auto collision repair • TOP EXECUTIVE: Doug LaPorte, Owner/President • NO. OF EMPLOYEES: 8
 YEAR FOUNDED: 1981 • PHONE: 225.293.4025 • WEBSITE: laportespaintandbody.com • EMAIL: laportes@bellsouth.net