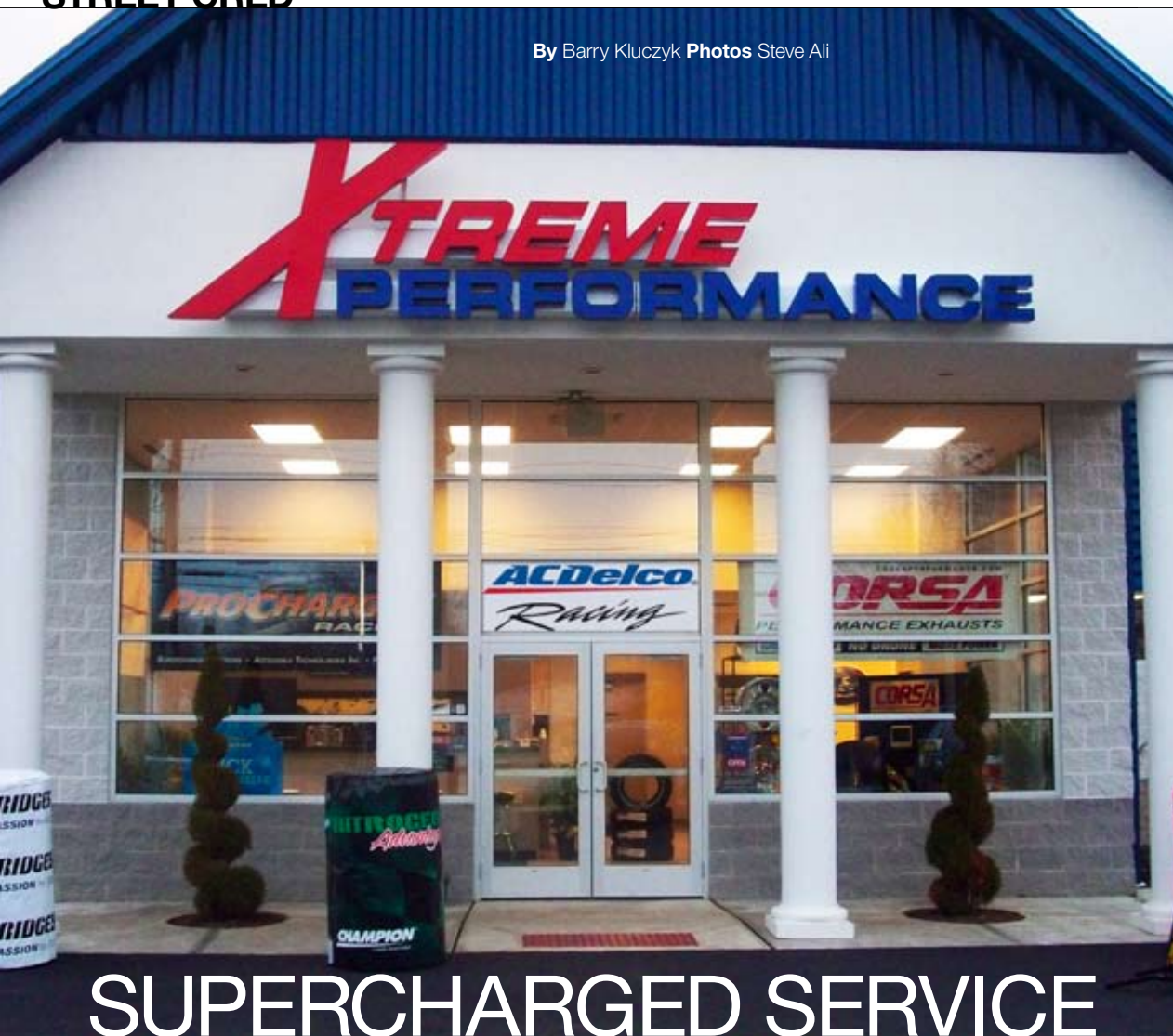


By Barry Kluczyk Photos Steve Ali



SUPERCHARGED SERVICE

New Ohio shop blends all-makes/all-models service with high-performance service

When the shop owner's personal car is a 620-horsepower, modified 2000 Corvette, you know you're taking your car to someone who understands automobiles. That's the case at Xtreme Performance, a new, state-of-the-art facility in the Cleveland suburb of North Ridgeville, Ohio.

The 14-bay shop—complete with a 1,000-gallon aquarium in the lobby—is the fulfillment of owner Steve Ali's decades-old dream to build a first-class, uncompromised service and performance center.

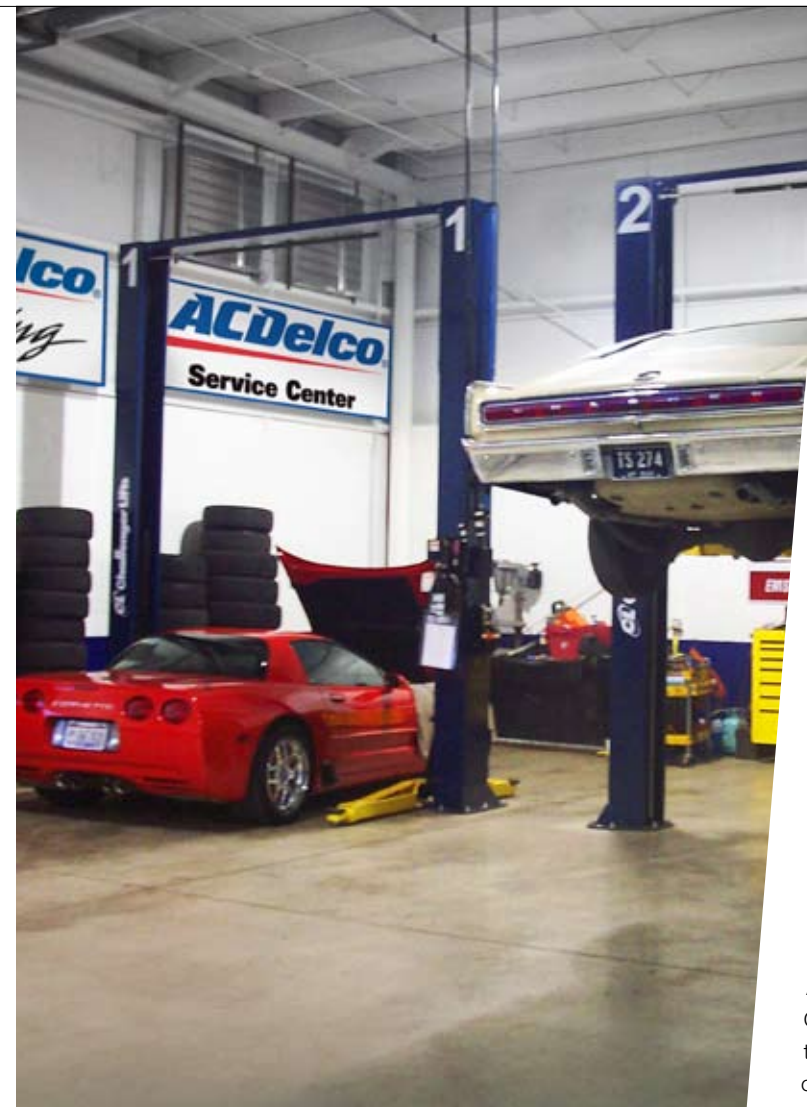
"There's nothing else like our shop in the area," says Ali. "We incorporated the very best tools and equipment, with facilities that rival the best dealerships."

Those facilities include a new, advanced Hunter

HawkEye™ high-definition digital imaging alignment rack that is the only one like it in Ohio, along with the latest in diagnostic tools, tire machines and more. They're maintained in a bright, clean environment that wouldn't look out of place in a NASCAR race shop.

"It was a big investment, but one that I believe will prove worth it in the long run," says Ali.

Xtreme Performance was built on 3.5 acres in growing North Ridgeville with room to expand. It's all-new construction, too, not a renovated facility. Ali says he benchmarked dozens of shops and dealerships before going to his architect with his vision. It also represents a big leap from Ali's other shop, a Sunoco station and three-bay service center that's located about seven miles away.



"It's a very busy shop there, but we just didn't have the room to do what we really wanted," says Ali, who's been a TSS affiliate at the Sunoco location for about eight years and, of course, an affiliate at the new business since it opened last summer.

"We'll change a customer's oil in one bay and install a supercharger in the next," he says. "There are always a few hot rods in the shop. There are not a lot of places people can take their cars for quality modification upgrades, and we provide a premium service for them."

An in-ground chassis dynamometer is on the to-do list for Ali. It's a performance tool that measures horsepower and torque delivered to the drive wheels. It will allow him to fine-tune modifications and also demonstrate before-and-after results to the customer. The shop's specialty is late-model Corvettes.

"During construction, we had the budget for either the HawkEye alignment rack or the chassis dyno, but not both," he says. "The alignment rack will be of greater everyday use, so the executive decision was to go with it first."

If Ali sounds like a man with a plan, he is. Along with studying other service facilities before designing his own, he also did his homework for the perfect location.

"Even with the fluctuating economy, North Ridgeville is still growing," he says. "There wasn't a premium service facility like ours anywhere around here, so it was the perfect place to establish the business—and we've attracted lots of new, repeat customers."

At 40, Ali says the vision for Xtreme Performance has been with him for about 30 years. He's been turning wrenches for the last 25 years—including a long stint as a diesel mechanic—and bought his Sunoco station as his entry in entrepreneurship.

Ali attended nearby Ohio Technical College and serves on its board today. He's also a strong proponent of ACDelco's TSS program and sponsors a student in the training program.

"It's an excellent way to groom technicians," he says. "To have a shop of this caliber, you absolutely need the best-trained people."

Indeed, the future looks bright for Ali and Xtreme Performance. As *Intune* went to press, he was looking to add another technician to the roster.

"Customers have been very receptive," he says. "We've got a first-class facility, and I believe they know they're receiving first-class service. That's what I've wanted to do for 30 years." ★

Editor's note: Check out Xtreme Performance on the Web at xtrempformance.biz.