

SATA Spray Guns Enhance Collision Repair Experience at South Florida's Premier Mercedes-Benz Body Shop

SATA

by Autobody News Staff

On its main website, Mercedes-Benz summarizes its business philosophy as follows: "At Mercedes-Benz, our employees and communities are at the heart of everything we do."

That is evident at Mercedes-Benz of Cutler Bay in Florida, which was named once again as the "Best of the Best" dealership for 2023 — an honor only given to the top 15% of Mercedes-Benz dealerships in its retail network.

Its body shop began in 2008 and quickly doubled in size within 10 years. Mercedes-Benz of Cutler Bay repairs 125-150 cars monthly at its 50,000-square-foot facility.

Scott Woodard, body shop director, has been with the company for 25 years and said the body shop stands out for two reasons: "It's always about the customer and we repair it one way — the right way."

Woodard said representing one of the leading luxury brands like Mercedes-Benz is a challenging feat. His team relies on quality tools and training to deliver an exceptional vehicle to customers every time.

"To this day, it's still cool to see customers' reactions when they pick up their car [after a repair]," he says. Striving for excellence, Woodard said their goal with every paint job is to replicate the manufacturer's original finish.

An exceptional SATA spray gun is critical to a flawless and perfect application. "SATA is the best," he said. "SATA takes 'good' painters and makes them 'great' painters."

Woodard said the SATA spray guns are beautiful to behold and super user-friendly. His paint techs like how easy they are to work with and load. Mercedes-Benz of Cutler Bay has used SATA guns ever since they appeared in the U.S. market.

Woodard discovered them through his PPG paint rep, who recommended them. SATA spray guns are the only ones he will use now because they help deliver an



A high-end automaker like Mercedes-Benz demands exceptional quality and a world-class finish. That's why Mercedes-Benz of Cutler Bay, FL, relies on SATA Spray Tools to deliver impeccable finish and quality to its customers.

excellent application and reduce cycle time.

Cutler Bay is a community of about 45,000 people in Miami-Dade County in south Florida. Despite intense competition from other body shops in the area, Mercedes-Benz Cutler Bay owns the market, attributing its "Best of the Best" success to its exceptional care of its customers and their vehicles.

SATA training through the local PPG offices supports Woodard's four paint technicians. His techs love using the SATA guns, and having such quality equipment is one of the many standouts in working at the body shop.

One of the perks of working at Mercedes-Benz of Cutler Bay is that after reaching their second anniversary, the technicians get to keep the spray guns. To say his techs love using SATA's spray guns would be an understatement.

Mercedes-Benz of Cutler Bay uses the SATA Jet 5500 RP and the SATAJet 5000 B RP. It's easy to see why Woodard's painters love the SATA spray guns. These ergonomically designed spray guns were developed with Porsche Design Studio. They are also lightweight, making it easy to maneuver and provide outstanding coverage. Painters also appreciate that the inlet pressure and painting distance are easy to adjust based on the specific paint used, climatic

conditions and their working style. Customizing the settings to the unique working style of each painter is an impressive selling point.

In addition, the SATA Jet 5500 RP spray guns are extra fast for maximum working speed and optimized high-pressure technology and low overspray. Both guns can be optimally used with waterborne paints and the 5500 can meet the highest demands on the painting result and clearly exceed the transfer rates of 65% required by the VOC directive.

Another great feature is they are easy to clean, reducing the clean-up time so a tech can finish the job or start another quickly and efficiently, maximizing productivity and workflow efficiency.

Not only do SATA guns decrease cycle time for each job, but they also create a consistent application and finish quality. Another plus? The guns last a long time — as long as 10 years or more. SATA has a strong ROI.

Having been with Mercedes-Benz of Cutler Bay for 25 years, Woodard sees multiple generations of family members through its doors. That loyalty is built on caring for their customers' vehicles as if they are their own. Finding exceptional partners like SATA is crucial in maintaining their customers' confidence levels—both now and for the next generation.

Mercedes-Benz of Cutler Bay

Cutler Bay, FL

305-661-9666

www.mbcutlerbay.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 40

In Business Since: 1990 (Body Shop)

Number of Locations: One

Production Space:

40,000 square feet



Paint technicians at Mercedes-Benz of Cutler Bay love the SATA spray guns because they are easy to load, use and clean. This allows them to be fast and efficient with every job, reducing cycle time.



Scott Woodard, body shop director, said SATA spray guns are the only ones the shop uses because they take "good" painters and turn them into "great" ones.

SATA Spray Equipment

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