



STEVE SAGHDEJIAN AND SPECIALTY CAR CRAFT: THE BEST BODY SHOP IN SOUTHERN CALIFORNIA

By Suzanne Takowsky

"I recently was in a car accident on Benedict Canyon, in Beverly Hills. I never saw it coming. Thankfully, I wasn't hurt, but I was scared and very shaken up. I called a friend—Steve Saghdejian, owner of Specialty Car Craft, and told him what had happened. He was very concerned and made sure I was alright. He told me he was sending help and would handle all of the car insurance phone calls. I was so relieved. A tow truck arrived minutes later, and Steve got me a beautiful Mercedes from a rent-a-car company. My car was finished only a few days later and looked beautiful. The SCC experience was smooth and trouble-free." —Michelle Grason, Beverly Hills

Steve explains, "My experienced staff contacts me immediately in situations like this. We move quickly—anyone who has been in an accident knows they just want normalcy restored. They want the situation to be handled by someone they trust. All of my customers are given my personal cell phone number and have access to me anytime. They know that they can find out about their cars 24 hours a day—we stay open around the clock for them. I'll do anything for my customers."

Recognized as a leading professional in the always-changing automobile repair world, Steve is one of the most experienced and respected innovators in the industry. What sets Steve apart from the rest are the customers and their cars that frequent his establishment. In addition to regular cars, it is not uncommon to see a sleek, beautiful exotic sports car like a Lamborghini, Ferrari, Aston Martin, Bentley or Rolls-Royce entering his gates. Customers include celebrities, socialites, business leaders, car collectors, and other car aficionados—all enjoy the finest quality bodywork that Steve provides. The painting he does is exquisite, and his imagination is never-ending.

With his customers in mind, Steve recently built the body shop of his dreams: a state-of-the-art facility with sparkling service bays, large showroom, gift shop, a beautiful and comfortable waiting area, and customer service second to none.

Centrally located on La Cienega Blvd., just south of Pico Blvd., Steve has assembled a team of automotive experts, including a car insurance specialist, an experienced customer service representative, and the best painters and painting system in the industry.

To spend a few hours talking cars with Steve is a special experience. He has an exuberant personality and knows the car culture better than anyone. If one is examining the landscape for a new vehicle, an unusual car, or just trying to find the best deal, he can steer them in the right direction. Visitors to his shop leave with a new-found love of the automobile world, and for this man who opened his doors and invited them in.

An extremely well-known member of the car community, Steve can bring hundreds of car owners together for charity events. Recently, a famous car magazine published a photograph of more than 100 Lamborghinis assembled near Malibu to raise money for those



in need, at an event sponsored by Specialty Car Craft. As a father of two beautiful boys, he is the consummate family man, and cares deeply for his relatives and friends.

Steve hopes that everyone will come to visit him at the new shop, get to know him, and discuss what it is they truly want their vehicle to be—a clean, brand-new looking car that they already own, an exciting fire-breathing supercar that will be the envy of every exotic car owner in the world, or anything in-between.

For information on Steve's exceptional shop, Specialty Car Craft, visit the website at www.specialtycarcraft.com or call 310.838.5551. Specialty Car Craft is located at 2035 So. La Cienega Blvd., Los Angeles. You are all invited to visit the new 30,000 square foot facility at 1862 South La Cienega Blvd.