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ASCCA Interview with Carolyn Coquillette, Founder and CEO of Earthling Automotive June 15, 2023

Q: Can you tell us more about the decision to change your business name from Luscious Garage to Earthling Auto? What prompted or influenced this change?

A: That's a great question! This has been a really big deal for us (and for me personally), deserving of explanation, which is captured in a long format article [here](#).

In summary, the world has changed over the last 16 years! We're excited to pursue the next frontier of Aftermarket service, namely all electric powertrains, self-drive, and how to tool the business for cost efficiencies required by these changes, including their increased management by fleets.

Shops will need to run much faster to stay competitive and we're excited to figure that out, above and beyond the insights gained on hybrids, operating in San Francisco, as Luscious Garage did over the years.

Q: How do you think the new business name, Earthling Auto, better represents your brand and the services you provide compared to Luscious Garage?

A: Luscious Garage always had a boutique vibe, catering to the early adopters of hybrids. When we look at EVs (Teslas especially) we're actually beyond the early adopter stage. That was back in 2013. Today's EV drivers aren't motivated environmentally or politically; they're interested in advanced technology and operational excellence. Progress. Innovation. That's what Earthling taps into, while maintaining an Aftermarket approachability. We basically took the good stuff about Luscious and made it less sexy and more nerdy.

Q: What are the key reasons behind the decision to change your business location? What advantages does the new location offer?

A: Easy answer: Parking! And also better overall flow. When you think about an electric vehicle, with regular maintenance that doesn't even include an oil change, you can't afford to spend time getting it on the lift in front of a particular technician's toolbox. You have to think more like a lube lane. Our new location is a "hybrid" of both flows, standard lifts for open-ended repairs and an express lane for regular maintenance. In every case the cars drive in one door and out another. This is critical for speed of service.

The goal in all cases is to get the time the car is out of service to equal the time the technician spends working on it (Duration of Service = Hours Billed (if not less)). Right now the industry's average services are nowhere near that metric; cars are out of service for days. This is a multifaceted problem that spans capacity management, scheduling, parts fulfillment, and technician training, complicated logistics that we feel we are uniquely capable to solve.

Q: What plans are in place for the old location? Can you share any exciting details about the future of that space?

A: Earthling has two core tenets: prove the model in our own store and then share our knowledge with others. The original Luscious location has converted to a training center, and we've already begun offering courses on Tesla 1 to the marketplace, taught by Jack Rosebro, longtime hybrid/EV trainer (and most recently out of Toyota), now our full time Head of Training. Long term we may find a consolidated facility, but for now we can keep using our old facility for even bigger and better things! Check out our training courses at <http://earthlingauto.com/training>.

Q: Are there any changes in services or offerings that will accompany the business name and location change?

A: The primary change is a concerted emphasis on EVs over hybrids. We will continue to service hybrids, new and existing platforms, but Aftermarket EV expertise is the flag we intend to plant.

That said there is still a lot to be learned about EV service, an identical playbook from Luscious early days and hybrids. We're excited to offer in-house Tesla and Toyota expertise (with folks coming from both of those companies) and an extension of that expertise into other EV platforms, common failures and best practices as we learn them.

Q: Are there any changes in the business's mission and values that will accompany the name and location change?

A: It's an entirely new business with a refreshed mission and vision:

"Earthling Automotive's mission is to lead the Aftermarket's service delivery into the future of automotive transportation. We accomplish this by demonstrating the viability of EV service, modeling the greatest technical and operational expertise, and offering our knowledge to all service professionals."

Q: In what ways do you anticipate the rebranding and new location will positively impact your business's growth and success?

A: We are optimistic that these changes will have a positive impact on the business, otherwise we wouldn't pursue them!

Honestly these moves are all about evolution, how we're continuing to adapt to the marketplace as the marketplace itself adapts. And that will never stop. Hopefully we won't have to rebrand again, but if we have to, we will. Additionally, this puts us in the right place for an emerging market not only in California but across the country, and we're excited to consider how to expand our operations as we get our new San Francisco store humming.

Q: Are there any other or exciting changes you have planned for the future with Earthling Auto?

A: At this point we feel this is change enough but stay tuned! You can follow us all over the place:

- <https://www.facebook.com/earthlingauto>
- <https://twitter.com/earthlingauto>
- <https://www.linkedin.com/company/earthlingauto>