

# Collision Shop of the Month

A regular column focusing on the people of the collision repair industry

**Sudden Impact Collision Center**  
**849 E. US Highway 45**  
**Mundelein, IL 60060**  
**847-949-1200**  
**www.suddenimpactcollision.com**



The Sudden Impact Staff

Sudden Impact. Great name for a collision repair facility. Jeffrey Hyde, owner and President of Sudden Impact Collision Center, picked the name as a young man long before he earned the opportunity to establish the repair facility. He found the name modern and appealing.

The shop is large with 28,000 sq. ft. spread over 2.5 acres of land. The location is a high-traffic area in Mundelein, Illinois, which is situated northwest of Chicago and has a population of 31,000. The town is named for Cardinal Mundelein, who a century ago, established what is still the largest seminary in the United States.

Jeff started his career at the age of 14, sweeping floors in his neighbor's body shop. In his 20's, he learned bodywork and painting while developing a lasting passion for restoring antique cars. He soon accepted an offer to move up to Assistant Manager, and rounded out his knowledge of how to operate a repair center.



The big step came 14 years ago when Jeff opened Sudden Impact Collision Center. His vision was to operate an "honest, high quality body shop that performs excellent repairs." And he strives to do just that. Every vehicle that leaves the shop undergoes a rigorous inspection before it is returned to its owner.

There is little turnover on the eight person staff. Martin Rodriguez is a senior body man who has been with the company from the start. Shawn Bauman is the office manager and has been with the company for six years writing estimates and assisting in running the shop. Adam Yarbrough is the painter and uses the PPG Waterborne paint system. The staff also includes 2 bodymen, Steve Karadi and Alex Kuzmenko, the receptionist, Melissa Boyas and the detailer, Jeremy Schoeninger. Jeff believes in the old saying: "You are only as good as the people you surround yourself with."

When asked what problems face his business and the collision repair industry, Jeff's first concern is that conglomerates may drive out the individual shop owners. "It would be a shame if conglomerates take over because the quality of work will decline and the customer's concerns wouldn't be met. Lower costs, not quality work, will become the most important criteria for a repair."

Jeff enjoys restoring cars from the 50's and 60's. "These cars are our history from the time when America made muscle cars," he said. He has marketplace knowledge of the value of antique cars and he will often advise a customer or friend against a renovation if the result will not be worth the investment. He has roughly a dozen of these beauties in various stages of the restoration process on their way back to original condition. They include Eldorados, Sting Rays, Chargers, Chevelles, and even a Ford pick-up. Jeff says, "It's hard to accurately estimate a restoration for a customer until you take the car apart. What you find can be a lot more expensive than the customer bargained for." Still he is currently restoring a '53 Buick for a friend. Jeff stated that restorations can take quite a while since business is good and collision repairs come first.

Jeff and his fiancée, Shawn, share their free time by attending car shows and horse shows. They have two horses, which Shawn trains, and rides at shows. They also have a fainting goat named Gemma. For those who don't know what a fainting goat is, it is a domestic goat whose muscles freeze for roughly 10 seconds when the goat feels panic. Though painless, this results in the goat fainting on its side. Who would have thought?

Sudden Impact Collision Center has the customer's best interest at heart. From the initial estimate to complete repair, they are attentive to every detail. One can see visible results in the high quality workmanship and total customer satisfaction is guaranteed upon completion.