

# Orio NA Helps Colorado Shop Owner to Fix Saabs



by Autobody News Staff

Originally known as Svenska Aero-plan Aktiebolaget (Svenska Aircraft Company), Saab was a Swedish company that began manufacturing automobiles in 1949. These cars are known for their aerodynamic designs, with innovative safety features and small, but powerful engines. In the 1980s, yuppies coveted Saab's turbo wagons and in the 1990s baby boomers gravitated toward their 900 series. In 1989, General Motors acquired half of the company and then in 2000 bought the other half. After changing hands several times, Saab declared bankruptcy in 2011 and their final vehicle was produced that year. Today, there are still roughly 375,000 Saabs in the United States (one million worldwide) and there are more than 200 official Saab Official Service Centers nationwide to maintain and fix them.

One of these certified centers is *Mile Hi Automotive* in Denver, CO, a shop that is all-in when it comes to Saab, doing both mechanical and collision repair; maintaining a wrecking yard with approximately 135 Saabs on-site and selling used Saabs as well.

**Jerry Danner**, 61 is also all-in when it comes to Saabs, the brand he has dedicated his life to. If you own a Saab in the Denver area, you undoubtedly know him and his shop. Jerry's unbridled passion for everything Saab came from his father who introduced him to the brand way back in 1969.

Danner's Saab story starts back when he was 11, when he started working with his father at the family shop. "I remember cleaning brake parts and my hands hurting," he said. "I learned how to fix these cars by doing it myself and having a great teacher—my father. Now I'm committed to this brand: we do work on Subarus, but 95% of our work is on Saabs."

In 1977, Danner started managing *Mile Hi* for his father and three years later dad finally handed him the keys to the business. It's been a great journey and a success story, even after the demise of Saab. "We decided to become a one-stop source for Saab and that's why we've worked hard to provide everything—repairs, parts, used vehicles and advice. We've connected with the Saab owners in this area, because we've shown them that we care about the cars and



The crew at *Mile Hi Automotive* in Denver, CO consists of (from left) **Collision Manager Mike Elsen, Service Manager Jeff Thompson, Office and HR Manager Lorraine Elsen, President Jerry Danner, Service Assistant Clay Sewald and Parts Manager Mike Hayes.**

we know how to fix them right. We've gained their trust."

So, how does Danner get parts to fix these vehicles that haven't been made since 2012? He calls upon Orio North America, an exclusive parts distributor of Saab parts with an incredible fill-rate for more than 130 Saab models, made from 1968 to 2011. Selling and distributing a combination of Saab Original Parts as well as a broad, handpicked range of high-quality spare parts from leading suppliers, Orio North America can get Danner the parts he needs quickly to work on any Saab in his shop.

Orio North America's logistics center is located in Bethlehem, PA, featuring a storage area of 120,000 ft containing 110,000 sku's. With daily deliveries across North America and managing in-bound shipments from domestic and international suppliers each day, Orio has a deep inventory and fast delivery. Their warehouse is a new state-of-the-art facility and is highly automated, to make sure that the right parts show up at mechanical and collision Saab-certified shops all over the continent on-time.

Business is good at *Mile Hi Automotive*, even though there are no new Saab models available and none on the horizon, according to Danner. "There are roughly 10,000 Saabs in the Denver area, so we have enough volume here to keep all of us pretty busy all the time. We have Saabs in here that range in age from 20 years old to the 2011 vehicles and recently we worked on one that has 400,000 miles on it and

still going strong. These owners love their vehicles and since they can't buy new ones, they're going to do everything they can to keep them on the road and that's what we do!"

Executive Director of Sales and Marketing at Orio NA is **Jim Sweeting**. He knows that whenever it comes to parts, shops rely on product knowledge, customer follow-through and getting the proper parts on every repair.

"By working closely with both mechanical and collision repairers, we know what they need," Sweeting said. "We want shops to think of our name whenever someone brings a Saab into their shop, so that they can work with them without hesitation and with confidence. By having excellent coverage on all Saab parts and getting them to our customers when they can expect them, we've established a reputation for being the go-to source of Saab parts throughout North America."

Does Jerry Danner at *Mile Hi Automotive* have any thoughts of eventually retiring? "Not really," he said. "I love specializing in Saab vehicles, because they're well-made and their owners love them," he said, "We get a little spoiled here working on one brand all the time, but it also helps, because we know these vehicles inside and out."

By getting the best Saab OE parts available from Orio NA, Mile Hi Automotive will be able to fix these cars for the next several decades and Jerry Danner will continue his amazing Saab story!

## Mile Hi Automotive

Location: Denver, CO  
(800) 757-7222 or (303) 595-4646  
[www.milehiauto.com](http://www.milehiauto.com)

### Company At A Glance...

**Type:** Collision Repair  
**Facility Employees:** 18  
**In Business Since:** 1969  
**DRP Programs:** One  
**Number of Locations:** One  
**Production Space:**  
19,000 square feet (combined)



*Mile Hi Automotive* has a salvage yard with approximately 135 Saabs.



Known as the Saab repair facility, *Mile Hi Automotive* gets its OE Saab parts from Orio North America.

## Orio North America

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