

HOW TO READ BETWEEN THE LINES

OR: There IS a difference in stereo warranties.

Last summer, Stereo Studio began talking about its three year parts and labor warranty on stereo components. Fourteen years of selling and servicing stereo components in Lincoln gave us the confidence that we could stand behind a clearly-stated, written warranty policy and mean every word of it. We figured it wouldn't be long before our competition decided they'd better start talking warranties, too.

But, as with products and people, there are differences in stereo shops and their warranties. We thought it might be instructive to compare our published warranty policies with some others we've seen and heard about.

OURS

TURNTABLES

1. Stereo Studio's three year warranty covers turntables; the mechanism, tone arm, even the cartridge. (Not the needle, though -- we admit that misuse and wear make styl: too risky).

TAPEDECKS

2. Our warranty covers tape decks -- including cassette decks -- for the full three years.

EXCHANGE

3. If your unit fails within 30 days after you purchase it from Stereo Studio, and we can't repair it in four working days, we'll give you a new unit in exchange for the defective one.

SPEEDY REPAIR

4. Stereo Studio does all its own repair work right here in Lincoln. Our complete service department has the latest test equipment and a complete stock of replacement parts. Usually, we can repair a unit in the time it takes somebody else to ship it one way.

PRICE

5. We guarantee that if, within 30 days after you purchase a stereo component from us, you find any authorized dealer offering the same equipment with the same services for a lower published price, we'll refund the difference.

THEIRS

1. No Dice. Turntables are usually specifically excluded. And where they are included, it's only for the duration of the manufacturer's usual warranty: 90 days to 1 year. And the turntable is shipped to the manufacturer for repair, too.

2. Not usually. Occasionally, a few well-known brands may be covered for varying terms. Sometimes the recording heads are specifically excluded.

3. Normally, nothing is mentioned about replacing an unrepairable unit. And seldom is a time limit placed on repairs. Without written protection you can wait weeks -- or months.

4. Nothing is said about where repairs will be done, but frequently it's in another city. That means you wait for shipment both ways, plus bench time. Not to mention the fact that you're a faceless number in a distant repair shop upon which you cannot even take out your frustrations.

5. There's a lot of talk about price, but that talk is never put into black and white as part of your warranty. Try proving a salesman told you something sometime. And remember: it's not just price alone, it's the service you're guaranteed with the price that counts.

One of our warrantied systems...



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