

# Car parts a big part of Vosti's biography

*Businesswoman was brought up in the business*

By **CHRISTOPHER ORTIZ**  
The Salinas Californian

Sandy Vosti says she's built herself a satisfying career through her ownership of Soledad Auto Parts.

"I was born in auto parts," Vosti said. "I grew up in the auto-part business."

Her family owned Vosti Auto Parts in Gonzales.

Vosti bought the Soledad business 13 years ago from its original owner, who'd opened it 28 years before that. While she'd already mastered handling car parts, she said it wasn't easy learning to run a business.

Through trial and error, Vosti made it work.

"I knew I would make it to the other side of the pool," she said. "It wouldn't be pretty, and I would splash a lot, but I made it."

Today, Vosti said business is great. Sales have tripled since she took over the store.

"I brought in an outside sales program, I brought in farm tools and tractor parts," she said.

Vosti said her clientele includes farmers, professional mechanics and "your average backyard mechanics."

She enjoys owning a business in a small town, saying she knows most customers by

## **SOLEDAD AUTO PARTS**

n **BUSINESS:** Auto parts for commercial and private automobiles, including farm equipment.

n **ESTABLISHED:** 1965

n **EMPLOYEES:** 8

n **ORGANIZATION:** private, incorporated.

n **LOCATION:** 415 Front St, Soledad.

n **INFORMATION:** 678-2637

first name.

Vosti also is president of the Soledad Mission Chamber of Commerce.

Despite the presence of a national auto parts chain in town, Vosti said she remains competitive by smart pricing and belonging to a buying group. She also credits her employees for her success.

"I think my guys are much more knowledgeable," she said. "We also carry very good parts and we are right in line (with our competitor's prices)."

The shop has an official mascot in a 153-pound German shepherd named Sap — short for Soledad Auto Parts.

As intimidating as Sap might look, Vosti said, he doesn't do well as a guard dog.

"He might lick you to death," she said.

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Sandy Vosti unboxes car care products at Soledad Auto Parts. In the background are two of the store's longtime employees, Jesse Antopia and Fur Quintero.



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Soledad Auto Parts has been a fixture in Soledad for many years at its 415 Front St. location.