



## Agustin Cruz: Cruisin'

By JAMES FLORENCE, Diamond Certified Resource Reporter

Like most kids, Agustin Cruz had lofty aspirations for his future career when he was growing up. And even though these aspirations faded with time, the reality turned out to be better than he could've imagined. "When I was young, I wanted to be an engineer, but when I realized how much school was involved, I decided it wasn't very realistic," he says. "I had some experience working on cars, so I decided to try a career in auto repair. I found that working in the automotive field satisfied my technical interest and also allowed me to work with my hands, so it was really a perfect fit."

Today, as owner of Cruz Auto Repair, Agustin says he appreciates the personal rewards he gets from his daily occupation. "I really enjoy working on cars, but what's even better is the opportunity to serve my community. I find it very rewarding to help people and make them feel safe on the road."

Originally from Mexico, Agustin now resides in San Pablo with his wife, Alma, and their children, Isaac and Deborah. Outside of work, he likes spending time with his family and enjoying the sunny, scenic atmosphere of his Contra Costa County locale. "My family and I like being outside, so we go for walks at local parks and spend time at the beach," he says. "I also like reading and going running."

In regard to his professional career, Agustin espouses the importance of honesty. "Besides doing quality work, I think the most important thing in business is being honest with people," he affirms. "Communication is key, so every time you work



Agustin Cruz is owner of Cruz Auto Repair.

on someone's vehicle, you have to keep them in the loop throughout the process and be upfront about what measures are needed."

When asked the first thing he'd do if he were to retire tomorrow, Agustin says he'd take an extended holiday. "I'd probably take my family on a vacation and relax a little. However, after I got back, I'd have to find some way to keep myself busy. I'm not the kind of person who can just do nothing—I like to keep moving. Maybe I'd go after that engineering degree!"