

# EMPOWERING WOMEN THROUGH AUTO REPAIR:



**How One Woman's Mission  
is Driving Change in the Auto Industry**

*Atlas Copco*



In a city where streets are lined with automotive repair shops, there's one unlike the others. Just north of downtown Phoenix, Arizona, Sarah "Bogi" Latiener opened 180 Degrees Automotive to change the auto repair experience. She hires mostly women mechanics and emphasizes educating her customers about automobiles and auto repairs. Her mission is to empower women by increasing their knowledge about cars.

"We are deeply passionate about people and cars," Bogi says. "We practice preventive medicine by providing education classes to

help customers understand how to care for their automobiles. When something does require a car doctor, we strive to be fabulous and make the experience fun and comfortable. Truly caring about our customers includes recognizing and celebrating that we're not just an auto repair center, but an integral part of our community. Our approach is challenging what's acceptable as industry standard."

How did this unusual automotive journey begin? "I got my first car when I was 16," Bogi recalls. "It was a VW Bug, and it was a piece of junk. I kept bringing it in for service, but hated how they treated me different because I was young and a woman. True or not, that's how it felt. I wanted to learn more, so I started buying car magazines but the only women in them were shown draped over cars. That made me want to learn about cars even more."



She took the next logical step in exploring careers: she talked to her high school guidance counselor. "I was told that I should go to college and not get into the auto industry," she recalls. "The more I was told what not to do, the more I wanted to do it. I wanted to prove I could excel—and prove them wrong. Working on cars fit who I am. I loved it. So I rebuilt my whole Bug, and then I went to college."



She excelled in college, studying pre-law and graduating Phi Beta Kappa in three years. Then, instead of going to law school, she enrolled in technical school to become an auto mechanic.

back from people who didn't respect the trade and what I wanted to do, but there were also amazing people in the industry who helped."

"There are still a lot of challenges for women in the industry," she says, "and it was hard to get people to take me seriously. "The first guy who hired me said he didn't want to, but he had two daughters and didn't want to be a hypocrite because he always told them they could be anything they wanted to be," she explains. "I got a lot of push-

It didn't take long before Bogi wanted to open her own shop. "Honestly, I had no idea what I was doing," she remembers. "I quit my job, called all my friends and told them to bring their cars to my driveway!" Through vision and hard work, she developed 180 Degrees Automotive into a valued community resource—and then she went further.

Bogi opened a second, special-purpose garage where women come to work together on custom builds. "You have to understand, this isn't a traditional garage," Bogi explains. "It's a place where women can explore the trades when they may not have any other opportunity to do that. It creates an





entry point where women can explore, ask questions, and make mistakes. It's not even about the builds, really, it's about the tribe and community we're creating."

Like any automotive shop, Bogi's shop relies on compressed air. "There is very little you can do in an auto or collision shop without compressed air," she explains. "When your compressor is down, work comes to a halt. I had grown increasingly frustrated with piston compressors, which are loud, loud, loud. When they kick on, it's obnoxious and totally kills the customer experience."

For her new shop, she wanted a compressor that is flexible to handle on-and-off needs, and quiet so it can sit right on the shop floor. "For something that your shop depends on, you don't just go buy what's on sale," says Bogi. "You do your homework. I'm an expert on fixing cars, not on air compressors, so I worked with Atlas Copco and the local rep to make a smart choice for our needs. Our rep recommended an Atlas Copco rotary screw compressor for quiet operation, reliable performance and energy efficiency. He helped me size the unit to give me some room to grow. I appreciated that advice. It shows Atlas Copco wants to be a partner now

and grow with me through the years. I like Atlas Copco's reputation for quality and I also like what the company does and stands for, outside of building compressors."

The compressor in Bogi's garage is an Atlas Copco GA11 Full Feature Work Place Air System with an AIRnet piping network. "It's great having a compressor that is so quiet we can put it in our workspace," she says. "It never runs out of air and meets all of our needs. The AIRnet piping is high tech and visually it looks great in the shop. With iron piping even small changes, like adding a drop, can involve replacing huge sections and relying on others to do the work. With AIRnet I can easily make the changes myself. I just love everything about my Atlas Copco compressed air system. All of my tech friends are jealous!"





Atlas Copco's GA WorkPlace Air Systems combine outstanding performance, energy efficiency and unmatched reliability to maximize compressed air productivity. Through the use of Atlas Copco's innovative oil-injected rotary screw element, smart control systems and state-of-the-art packaging, these industry-leading systems minimize total cost of ownership over the compressor life cycle.

Thanks to low noise operation, the GA WorkPlace Air System can be installed close to the point of use. Air treatment equipment is integrated and the tank is mounted under the compressor, so the need for a separate compressor room is eliminated. What's more, all WorkPlace Air Systems are delivered ready for use, reducing installation costs to a minimum.

Atlas Copco offers a full range of WorkPlace Air Systems in fixed speed and Variable Speed Drive configurations with options and easily integrated compatible equipment to provide customer-specific solutions for high-quality, low-cost compressed air.

What does Bogi say to the women and girls who aren't sure they can make it in the auto world? "Don't ever let anyone tell you what you can and cannot do. If it's your dream and your passion, take the negativity as fuel for your fire. Find your allies. Find someone willing to mentor you. Find your community and the people who will support you, no matter what you do in life. There are opportunities, but you have to search for them or create them for yourself. If you have the passion, go make it happen."

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