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No. 150  
Dec. 2011

# The Collex UPDATE

A Newsletter For Our Customers

## ANN ARBOR

3345 Washtenaw Ave.  
Ann Arbor, MI 48104  
734 971-2500

## CLAWSON

165 W. 14 Mile Rd.  
Clawson, MI 48017  
248 435-5850

## CLINTON TWP.

44700 Enterprise Dr.  
Clinton Twp., MI 48038  
586 954-3850

## LIVONIA

11727 Merriman Rd.  
Livonia, MI 48150  
734 427-8787

## NOVI

25100 Novi Rd.  
Novi, MI 48375  
248 344-4300

## ORION

921 Brown Rd.  
Orion Twp., MI 48359  
248 393-8355

## ROCHESTER

1988 Rochester Industrial Dr.  
Rochester Hills, MI 48309  
248 608-9000

## STERLING HEIGHTS

5923 14 Mile Rd.  
Sterling Heights, MI 48312  
586 264-8200

## WARREN

13741 9 Mile Rd.  
Warren, MI 48089  
586 772-8877

## WASHINGTON

62386 Van Dyke  
Washington, MI 48094  
586 752-2100

## WAYNE

38970 Michigan Ave.  
Wayne, MI 48184  
734 326-8400

## WOODHAVEN

23965 Allen Road  
Woodhaven, MI 48183  
734 675-3400

## COLLEX WINS PRESTIGIOUS NATIONAL CSI AWARD

We are extremely excited and very proud to announce that Collex Collision Experts has been presented with CSI Complete's "Clearly Elite Award" for 2011. This is a national-level award and only one is presented each year.



The award is given by CSI Complete, a company that measures customers' satisfaction with body shops. Of the thousands of shops surveyed across the U.S., we are at the very top of the list. It's truly an amazing accomplishment. Our CSI score is consistently around the 98% mark.

This is an outstanding achievement for our company. It demonstrates that we are living our vision, mission and values and that our employees are indeed the very best in the business.

## START 2012 WITH COLLEX C.E. CLASSES

It's not too early to start your continuing education plan for 2012. Below is our schedule of upcoming classes. You can register on-line or by calling Harvey at (586) 405-6191.

### No classes in December

Jan 17	Sterling Hts	Lean Process in Coll. Repair	9:00 – 12:00
Jan 24	Ann Arbor	Lean Process in Coll. Repair	9:00 – 12:00
Feb 14	Clinton Twp	Ethics in Collision Repair	9:00 – 12:00
Feb 21	Livonia	Ethics in Collision Repair	9:00 – 12:00

## HOW YOU KNOW YOU HAVE A BAD MALL SANTA

Before the kids sit on his lap, he orders the elves to frisk them.

Instead of saying "Ho-Ho-Ho," he exclaims "Oy vey!"

You recognize him as a former NFL star doing community service.

He refers to the wishing fountain as his "tip jar."

His credentials include an appearance on Judge Judy.

He asks kids to leave him milk and ATM cards.

He bares an uncanny resemblance to Billy Bob Thornton.



He won't talk to the kids without a disclaimer.

He avoids the food court unless his lawyer is present.

He asks the mothers if they want to sit on his lap.

## NEW STERLING HTS FACILITY OPENS



After months of renovation, our stunning new state-of-the-art Sterling Heights shop is open for business. After 26 years in our old location, we've moved a mile north to 6227 15 Mile, just east of Mound Road.

With 29,000 square feet of production space, the new facility is the second largest of our 15 locations. It's equipped with two paint booths and three frame alignment machines. It also has a conference room ideal for continuing education classes. Collex veteran Pete Belans will continue as manager.

If you're in the area, stop by and we'll give you a tour.

## FUN FACTS

- The first toilet seen on TV was in "Leave it to Beaver."
- A snail can sleep for three years.
- Reno, NV is west of Los Angeles.
- A "jiffy" is an actual measurement of time for 1/100<sup>th</sup> of a second.

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## OUR SERVICES AND BENEFITS

### AUTOWATCH

Check your vehicle's repair progress on-line

### eESTIMATES

Get an estimate of repair cost without leaving your driveway

### FAST CYCLE TIME

50% quicker than the industry average

### HIGH CSI SCORES

Over 98% approval rating, company-wide

### FREE LOANERS

For customers who do not carry rental reimbursement

### ALL-CERTIFIED TECHNICIANS

To ensure safe, quality repairs

### INSIDE/OUTSIDE CLEANING

We wash, polish and vacuum every vehicle

### FREE FINANCING

Six months same as cash for qualified applicants

### EMPATHY AND PROFESSIONALISM

Our staff takes the pain out of the repair process

### MULTIPLE LOCATIONS

12 locations in Metro Detroit to serve you

### LIFETIME WARRANTY

For as long as you own your vehicle

And much, much more!

## QUOTES O' THE MONTH

"History repeats itself. That's one of the things wrong with history." - Clarence Darrow

"If your next pot of chili tastes better, it probably is because of something you left out rather than added." - Hal John Wimberly

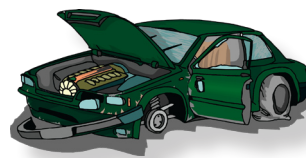
## DON'T LET THE WRONG CHOICE OF A COLLISION SHOP BE YOUR SECOND ACCIDENT™

### NC INSPECTOR PUSHES FOR SHOP LICENSING

Did you know: You need a license to be a barber or hair-dresser, but not a body repair technician?

A North Carolina post-repair inspector is urging legislators to mandate licensing of body shops. This was after he inspected a string of botched repair jobs. As an example of negligence, he cited a minivan recently repaired at a NC dealership. On this one vehicle alone, he found 20 "topics of concern."

At Collex we employ only I-CAR certified frame, body and paint technicians. We stand behind the quality and the safety of our repairs. This is not the law and not all Michigan shops can make this claim. But at Collex, where safety is a primary concern, it is our policy.



### Crash Test: "HOLIDAY GIFTS"

This holiday gift-giving season we decided to fictitiously give the gift of auto parts to various celebrities. (And clean out our back room at the same time.) Your challenge is to match the auto part with the appropriate celebrity. **Good luck!**

- |                     |                       |
|---------------------|-----------------------|
| 1. Dash             | A. George Foreman     |
| 2. Door             | B. Clarence Clemmons  |
| 3. (Brake) drums    | C. Pat Sajak          |
| 4. Engine           | D. Casey Jones        |
| 5. Fender           | E. Celine Dion        |
| 6. Glove box        | F. Travis Barker      |
| 7. Grille           | G. Candice Olson      |
| 8. Head liner       | H. Shug Knight        |
| 9. Hood             | I. Jim Morrison       |
| 10. Horn            | J. Carl Lewis         |
| 11. Lamps           | K. Eric Clapton       |
| 12. Mirror          | L. William F. Buckley |
| 13. Steering column | M. Carrot Top         |
| 14. Transmission    | N. Floyd Mayweather   |
| 15. Trunk           | O. Julius Genachowski |
| 16. Wheel           | P. Paris Hilton       |



### CRASH TEST WINNERS

- |                            |                         |              |
|----------------------------|-------------------------|--------------|
| Joe & Judi                 | David Arce Agency       | Madison Hts. |
| Shelly & Mandee            | Derryl Mitchell Agency  | Farm Hills   |
| Julie, Krys & Joyce        | Steve Lynch Allstate    | Lake Orion   |
| The staff                  | The Raymond Agency      | Romeo        |
| Alyssa & Trisha            | Mike Marihugh Agency    | Livonia      |
| Shelly & Kristien          | Neil Anchill Agency     | Canton       |
| Denise, Kim & Laura        | Allstate Insurance      | Milford      |
| Kennetha, Millie & Melissa | Eugene Hawkins Agency   | Pontiac      |
| Jamie Line                 | Mostek Insurance Agency | Chesterfield |

To become a Crash Test winner, email or fax your entries to the editor. (The addresses and numbers are on the right.)

from the ...

### FENDER BENDER FILES

#### ● COLLEX FOOD DRIVE

Last month, for Thanksgiving, Collex employees collected non-perishable food items for needy families. Michigan employees collected 1,178 items for Lighthouse Outreach. Florida employees collected items for St. Matthew House and Community Cooperative Ministry. We're proud of our employees who are not only skilled and efficient, but generous as well.

#### ● A 1-DERFUL YEAR

This year we had four unusual dates: 1/1/11, 1/11/11, 11/1/11 and 11/11/11. But that's not all. Add the last two digits of the year you were born and the age you became this year. The result is 111 for everyone.

#### ● HOLIDAY HUMOR

It was Christmas and the judge was in a merry mood as he asked the defendant "What are you charged with?" "Doing my Christmas shopping early," replied the man. "That's not an offense," said the judge. "How early were you doing this shopping?" The man replied, "Before the store opened."

#### ● LAST MONTH'S ANSWERS

1)Toto 2)Sophia Loren 3)Vince Lombardi 4)Teri Garr 5)Mike Meyers 6)Taylor Swift 7)Yoda 8)NeNe Leeks 9)Elvis 10)Toni Braxton 11)Madonna 12)Taye Diggs Hidden message: "To save time, try an eEstimate."

● The Collex UPDATE is published monthly for the customers of Collex Collision Experts by Snake-in-a-Bag Publications LLC. Send all correspondences to: Harvey Steffke, Editor hsteffke@collexcollision.com Telephone: 586 405-6191 Fax: 586 493-1208