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The Collex UPDATE

A Newsletter For Our Customers

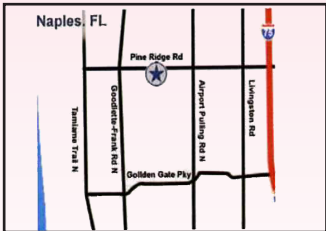
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**PLUS 12
LOCATIONS
IN MICHIGAN**

OUR "VALENTINE" TO YOU WE LOVE OUR CUSTOMERS

*Roses are red,
Violets are blue.
At Collex Collision
We care about you.*

Okay. That was an exceptionally corny parody of the old Valentine verse. But it couldn't be more true. We do care about our customers and we'll do just about anything to prove that.

Our commitment is to fix every car as if it belonged to our mother and set the price as if we were paying the bill.

Our CSI (customer satisfaction index) score, which is consistently

above 98%, is a good indicator as to the amount of TLC we put into every repair. But for real examples of just how much we love our customers – and how much they love us – visit our website. Under "Information," click on "Testimonials." Read the notes and letters from satisfied customers. They tell the story.

If you love your customers, reduce the stress of their accidents by referring them to Collex. Let them feel the love.



CE CLASSES COMING NEXT MONTH

If you're in need of continuing education credits, mark your calendars for March 21 and March 22. We will be presenting our highly-acclaimed CE classes on those dates. If you haven't attended any of our classes, you should! They're informative, quick-paced, entertaining and free. And, we always include an upscale lunch as part of the package. You can register for any class on-line, at www.collex.com, or by calling Jennifer at (239) 826-4628. Here is our upcoming schedule:

March 21	Fort Myers	"Ethics in Collision Repair"	9:00 – 12:00
March 21	Fort Myers	"Future of Collision Repair"	12:30 – 3:30
March 22	Naples	"Claims Cost reduction"	9:00 – 12:00

THINGS YOU'LL NEVER HEAR A REDNECK SAY



"I'll take Shakespeare for 800, Alex."

"Duct tape won't fix that."

"Has anybody seen my sideburn trimmer?"

"The tires on your truck are too big."

"Honey, did you mail that donation to Greenpeace?"

"Hey, here's an episode of Hee Haw we haven't seen."

"She's too old to be wearing that bikini."

"I'll take the *small* bag of pork rinds."

"I couldn't find a thing at Wal-Mart today."

"Checkmate!"

WHEELS OF HOPE



Our annual "Wheels of HOPE" event took place this year at our Fort Myers facility on Saturday, February 4th.

Three well-deserving families received "like-new" vehicles and a helping hand from Collex. Each of our three Florida locations worked on a vehicle. Collex employees donated money and their time to renovate the vehicles.

The recipients were also given a year of auto insurance, an Auto Club membership, gas cards, car seats and gift cards to area stores.

Since 2006, Collex has donated 28 vehicles through our Wheels of HOPE program.

FUN FACTS

- Five flavors of Jell-O that flopped: celery, coffee, cola, apple & chocolate.
- Only one person in two billion will live to be 116, or older.
- A cat has 32 muscles in each ear.
- For reasons of anonymity, Britney Spears used to book into hotels as "Alotta Warmheart."

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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

ESTIMATE OPTIONS

There are various choices for every repair plan

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

3 locations in Southwest Florida to serve you

LIFETIME WARRANTY

For as long as you own your vehicle

And much, much more!

QUOTES O' THE MONTH

"Some people just don't know how to drive. I call these people 'everybody but me.'" – Richard Jeni

"I busted a mirror and got seven years of bad luck. But my lawyer thinks he can get me five." – Stephen Wright

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

MORE "ROUNDBOUTS" RECOMMENDED

Many traffic experts favor roundabouts are simpler, more efficient and safer.

"roundabouts," a.k.a. "traffic circles," to manage traffic at intersections.

But many American drivers are afraid of roundabouts, and prefer the familiar traffic light system. The fact is, though, Older drivers have some justification for disliking roundabouts because early efforts were not successful. Traffic engineers made the mistake of giving the right-of-way to vehicles entering the circle.



An IIHS study of intersections where roundabouts replaced stop signs or traffic lights shows that all crashes were down by 39% and serious crashes fell 76%.

Crash Test: "ALL FOUND IN 'COLLEX'"

Below are 22 crossword puzzle-style descriptions of words that can be formed by the letters C-O-L-L-E-X. They can be English words, slang terms, proper nouns or abbreviations. How many can you name? **Good luck!**

1. Superman's nemesis
2. Former spouse
3. Prisoner's domain
4. Big shirt size
5. Zodiac sign
6. Beast of burden
7. "Living Thing" group
8. Behold's partner
9. Porter or Hamels
10. (With "the") Fox Drama
11. Goes with bagels
12. Military bigwig
13. Bullfight cheer
14. Yo Yo's instrument
15. Chicago train
16. Email guffaw
17. Type of company
18. Element 17
19. Ronny or Courtney
20. Geppetto's fish
21. Follows Tone
22. Type of credit you can get at Collex



CRASH TEST WINNERS

The staff	Jake Hunt Agency	Belleville
Terri & Aileen	Premier Insurance	Cape Coral
Luz Bernard	Jeff Flowers Agency	Pontiac
The staff	Lee Snider Allstate	Oxford
The staff	Jane Wentz Rutman Agency	Warren
Jackie McDonald	Bridges & Tenjeras Agency	Rochester
Monica & Sue	Ken Mazzola Agency	Rochester
Julie, Joyce & Kryl	Steve Lynch Allstate	Lake Orion
Terri & Jamie	Jill Mostek Agency	New Baltimore
Patti Stein	Grace Bray Agency	Warren
Shelly & Mandee	Derryl Mitchell Agency	Farmington Hills
Shelly & Kristien	Neil Anchill Agency	Canton

from the ...

FENDER BENDER FILES

● FT. MYERS WINS CSI CUP
Congratulations to shop manager Rick Koonce and the entire Fort Myers team for capturing the Collex CSI Cup for December. Fort Myers had the consistently highest CSI (customer satisfaction index) scores for 2011. They finished first in May, July, November and December and were second in four other months.

● NO "JUNKYARD" PARTS
The Automotive Recyclers Association sent a formal letter of complaint to the WV A.G. urging him to refrain from using the term "junkyard parts." The group believes the term is derogatory and misleading.

● "THIRD GRADE" HUMOR
Teacher: "George, go to the map and find North America."
George: "Here it is."
Teacher: "Correct. Now class, who discovered America?"
Class: "George!"

● LAST MONTH'S ANSWERS
1)King's Dominion 2)Burger King 3)King of Queens 4) Stephen King 5)"I'm the king of the world!" 6)King Tut 7) L.A. Kings 8)B. B. King 9) The Scorpion King 10)Kings of Leon 11)The King of Pop 12)Larry King 13) King Ralph 14)We Three Kings 15) Kingston 16)The Lion King

● 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