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# 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

6227 15 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

## 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.



## OUR C.E. – THEY'RE "FUN 'N FREE!"

Winter is an excellent time to catch up on your continuing education credits. If you haven't attended any of our classes, you should! They're highly informative, quick-paced, entertaining and free. You can register for any class on-line, at [www.collexcollision.com](http://www.collexcollision.com), or by calling Harvey at (586) 405-6191.

|          |              |                              |              |
|----------|--------------|------------------------------|--------------|
| Feb. 14  | Clinton Twp  | "Ethics in Collision Repair" | 9:00 – 12:00 |
| Feb. 21  | Livonia      | "Ethics in Collision Repair" | 9:00 – 12:00 |
| March 20 | Clinton Twp  | "Collision Repair Process"   | 9:00 – 12:00 |
| March 27 | Wayne        | "Collision Repair Process"   | 9:00 – 12:00 |
| March 27 | Wayne        | Recovery Construction class  | 12:30 – 3:30 |
| April 17 | Sterling Hts | "Future of Collision Repair" | 9:00 – 12:00 |
| April 24 | Novi         | "Future of Collision Repair" | 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 4<sup>th</sup>.

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

### 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

"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 the installation of more efficient and safer.

"roundabouts," a.k.a. "traffic circles," to manage traffic at intersections. Older drivers have some justification for disliking roundabouts because early efforts were not successful.

But many American drivers are afraid of roundabouts, and prefer the familiar traffic light system. The fact is, though, 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