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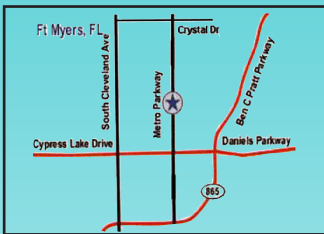


The Collex UPDATE

A Newsletter For Our Customers

Ft. Myers

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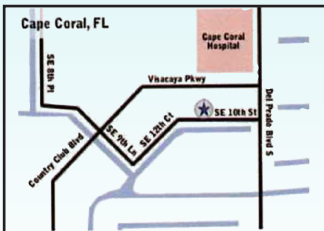
Naples

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Naples, FL 34109
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Cape Coral

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Cape Coral, FL 33990
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**PLUS 12
LOCATIONS
IN MICHIGAN**

CAPE CORAL SHOP RECEIVES MEDAL



On June 22, Collex Collision Experts was presented with a medal by Operation Open Arms (OOA.) We received the medal for donating our time and materials to repair one of their vehicles, a 1999 BMW used to shuttle military personnel to and from the airport and other locations.

OOA is a network of business owners and individuals who assist U.S. servicemen and woman while they're on combat leave.

The work was performed at our Cape Coral location by technicians Julian, Frankie and Lonnie. The crew repaired damage to the vehicle's front and rear bumpers.

Collex is always an active participant in community affairs. We're especially proud to be able to help the men and women of our U.S. armed forces.



FORT MYERS CAPTURES CSI CUP

The coveted CSI cup returns to Florida! Congratulations to manager Rick Koonce and the entire Fort Myers team for winning the CSI Cup for April. With 40 customers surveyed, Fort Myers had a 9.95 CSI, a 100% kept-informed score and a 100% NPS. Awesome!

The CSI Cup is presented monthly to the Collex location, in Michigan or Florida, with the best customer service. Overall, Collex had great CSI in April with our highest NPS in 12 months.

GIVE US YOUR C.E. INPUT

Our next continuing education classes (after July 6 and 7) will be presented during the first week in September. We'd like your input regarding which of our classes, which Collex locations and which days of the week you prefer.

Our eight 3-hour classes are all collision repair related, specifically on the topics of: ethics, lean process, future, estimates, safety, cost reduction, repair process and policy retention. Email your class, location and day preferences to the editor at hsteffke@collexcollision.com. We will take your opinions into account and schedule the classes according to the consensus.

In Search Of The Top Collision Shop

We recently had an unusual chap, name of Harry, bring us his rather battered vehicle to repair. He and his mates, Hermione and Ron, had been trekking all over the land, searching for the key to excellent collision repair.

"It was a miserable experience," admitted Harry. "We were lost, confused and cursed at. At times we even turned on each other.

"Some shops were as inept as Longbottom taking a potions exam. Others were so crooked they should be hauled off to Azkeban. But finally we

discovered Collex, looming like a Petronis in the night! The Collex facility was as warm and welcoming as a Gryffindor dorm room. The staff guided us with Dumbledore-like wisdom and in a short time my vehicle looked better than ever. I suggest all muggles take their vehicles to Collex. They are truly magical."



FUN FACTS

- 40% of women have hurled footwear at a man.
- In 1895, Hampshire police handed out the first speeding ticket, fining a man doing 6 mph.
- The yo-yo originated as a weapon in the Philippine Islands during the 16th century.

Find us at
www.collexcollision.com



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

90 days 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

"In order to get a loan you must first prove that you don't need it."

-John Cameron

"Madness is just what genius looks like to a tiny mind"

-Dr. Who

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

CITIES WITH THE WORST TRAFFIC

According to the 2010 Urban Mobility Report, commuters in Chicago and Washington DC spent the most time stuck in traffic. Drivers in those two cities spent an average of 70 hours waiting in traffic in 2009. Chicago drivers lost the most money due to the delay, \$1,738, while DC commuters wasted the most gas, 57 gallons each.















Here are the Top 10 cities for traffic delays:

- | | |
|-------------------------------|----------------------------------|
| 1. Chicago (tie) 70 hrs | 6. Dallas/Ft. Worth (tie) 48 hrs |
| 1. Washington DC (tie) 70 hrs | 6. Boston (tie) 48 hrs |
| 3. So. California 63 hrs | 8. Atlanta (tie) 44 hrs |
| 4. Houston 58 hrs | 8. Seattle (tie) 44 hrs |
| 5. SF/Oakland 49 hrs | 10. New York/Newark 42 hrs |

Crash Test: "ACCIDENTAL 3-NAMED-PEOPLE"

One night, under a full moon, a series of three-car collisions created an amazing coincidence. It seems that the first names of the three parties involved formed the name of a famous three named person. We've given you the last names. Your challenge is to tell us the full names of each famous three-named person. Good luck!

- | | |
|---|--|
| 1. 
Lawrence Vandross Kong | 7. 
Robinson Warren Osment |
| 2. 
Bush Bradbury Vance | 8. 
Shatner Winkler Ford |
| 3. 
McLachlan Simpson Posey | 9. 
Coppola Glenn Luke |
| 4. 
Jackson Perry Jenkins | 10. 
Rice Iacocca Black |
| 5. 
Aniston Patric DeWyze | 11. 
Rivers Moore Hearn |
| 6. 
Joel Hope Wilder | 12. 
Armstrong Swayze Yulin |

CRASH TEST WINNERS

Richard, Wayne, Vicki & Justin
Kathy Bergman
Aileen & Terri
Denise, Laura & Kim
Margaret & Maryanne
Marilyn & Rose
Shelly & Mandee
Jen & Jeff
Trisha & Alyssa
Carlean, Phyllis, Heather, Patti & Dona
Rocquel Pack
Peggy
Nicole, Tony & Brent
Shelly & Kristien

James Coleman Agency
Edward Waitz Farm Bureau
Premier Insurance
AAA Milford Agency
Larry Brandon Agency
Bettis Agency
Derryl Mitchell Agency
Blum Allstate Agency
Mike Marihugh Agency
Grace Bray Agency
Glenda McGuire Agency
Bridges & Tenjeres Agency
Gilbert Allstate Agency
Neil Anchill Agency

Livonia
Monroe
Cape Coral
Milford
Walled Lake
Livonia
Farmington Hills
Troy
Livonia
Warren
Roseville
Rochester
Livonia
Canton

from the ...

FENDER BENDER FILES

● CYCLE TIME CRITICAL

A) Research by J D Powers shows that customers who get their repaired vehicles back quicker are happier and more satisfied with their insurance agents. B) Our cycle time at Collex is much faster than the industry average. A + B = ? (You do the math.)

● ALUMINUM DEMAND UP

According to a report from Automotive Discovery, the demand for automotive aluminum will double over the next 10 years due to weight reduction plans by automakers. The manufacturers also favor aluminum because it absorbs twice the energy of steel and "folds" predictably in a crash.

● JOKE O' THE MONTH

A man was talking to his psychiatrist: "Doc, you gotta help me. One day I think I'm a Porsche. The next day I think I'm a Corvette. Then I think I'm a Charger. Am I crazy?" The doctor replied, "No, you're just having an 'auto body experience.'" (Thanks for this, Carl.)

● LAST MONTH'S ANSWERS

- 1)Autobahn 2)The Watchmen
3)gold watch 4)autograph 5) Automatic 6)"watch the birdie"
7)Planes, Trains and Automobiles
8)auto pilot 9)Bay Watch 10) watchdog
11)autobiography 12)Night Watch 13)stopwatch
14)autocrat 15)Watchmen

● 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