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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

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

## STERLING HEIGHTS OPERATION MOVING

We're proud to announce that our operation in Sterling Heights is moving up – both geographically and in volume. The new facility will be on 15 Mile Road, just east of Mound, a mile north of our current location.

The new building is more modern and much larger, about 27,000 square feet, making it the second biggest Collex shop. After 26 years in our current



location, manager Pete Belans and his staff expect to be in the new building by early fall.

While other businesses are downsizing and other shops are closing their doors, Collex continues to grow, to invest, to expand, to thrive and to provide more jobs. This is a tribute to our exemplary service and also to the faith that you, our insurance partners, have shown in us.



## NOVI OPEN DURING CONSTRUCTION

If you've driven past our Novi shop recently, you're well aware of the chaos that is Novi Road. The Oakland County Road Commission is in the midst of a major construction project: building an overpass over the railroad tracks just north of our building.

No worries! We've been assured by authorities that there will be uninterrupted access to our building during construction. Please continue to send us your customers and let them know that we are very much open for business.

## OUR UPCOMING C.E. SCHEDULE

You can register for any class on-line at [www.collexcollision.com](http://www.collexcollision.com) or by calling (586) 405-6191.

July 19	OrionTwp.	"Future of Collision Repair"	57089	3 hrs	9:00 - Noon
July 26	Woodhaven	"Future of Collision Repair"	57089	3 hrs	9:00 - Noon
Aug. 16	Clinton Twp.	"Understanding Safety Issues"	53289	3 hrs	9:00 - Noon
Aug. 23	Wayne	"Understanding Safety Issues"	53089	3 hrs	9:00 - Noon
Sept. 14	Coach's Ypsi	"Ethics in Collision Repair"	54159	3 hrs	9:00 - Noon
Sept. 14	Coach's Ypsi	"Fire Damage Restoration"	54347	3 hrs	1:00 - 4:00
Sept. 27	Clinton Twp.	"Ethics in Collision Repair"	54159	3 hrs	9:00 - Noon

## 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 16<sup>th</sup> 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

### 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

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