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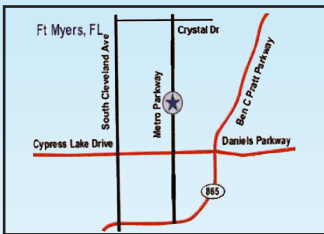


# The Collex UPDATE

A Newsletter For Our Customers

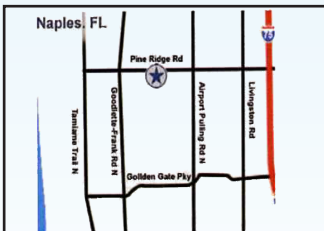
## Ft. Myers

12791 Metro Parkway  
Ft. Myers, FL 33966  
Phone (239) 225-0600  
Fax (239) 225-0602



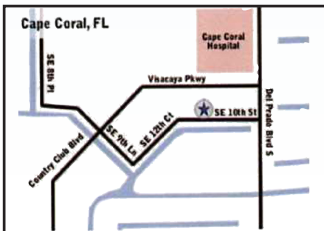
## Naples

1851 Pine Ridge Rd.  
Naples, FL 34109  
Phone (239) 566-2101  
Fax (239) 566-1650



## Cape Coral

1403 SE 10th Street  
Cape Coral, FL 33990  
Phone (239) 574-2324  
Fax (239) 574-6853



**PLUS 12  
LOCATIONS  
IN MICHIGAN**

## LOOKING BACK ON 2011

2011 was an outstanding year for Collex. We had our best sales year ever. We expanded by adding our 15<sup>th</sup> location (Woodhaven, MI) and relocated our Sterling Heights shop to a new 29,000 square foot facility. We offered more than 40 continuing education classes in Michigan and Florida and increased our "alumni" to more than 1,400 *different* licensed insurance professionals. We instituted a new competition among shops, called the "CSI Cup" which was awarded monthly to the shop with the best customer satisfaction scores. We gave away three "like new" vehicles to deserving families through our "Wheels of HOPE" program. And, we won the CSI Complete "Clearly Elite Award" for having the best customer satisfaction scores in the country!



## COLLEX FORT MYERS FEATURED ON EVENING NEWS

On Thursday, December 22, our Fort Myers shop appeared on the NBC2 evening newscast. Shop manager Rick Koonce was interviewed by channel 2 reporter Joelle Parks for a segment called "Seasonal Wrecks Equal Jobs."



During the interview, Rick

explained how more people in the area and more vehicles on

## LOOKING AT 2012

In 2012 we ambitiously aspire to exceed 2011 in all areas: Increase sales, add locations, offer more CE classes, increase community involvement and improve our already phenomenal customer satisfaction. We are far ahead of the curve. It is our vision and our goal to be the collision repair shop of choice.

## RULES OF ECONOMIC FORECASTING

Each January the country's economic forecasters reveal their predictions for the new year. Unfortunately, most are way off base. Why? Here are the reasons:



1. Forecasting is very difficult, especially if it's about the future.
2. Therefore, he who lives by the crystal ball soon learns to eat ground glass.
3. The "herd instinct" among forecasters make sheep look like independent thinkers.
4. The moment you forecast, you know you're going to be wrong. You just don't know when and in which direction.
5. An economist is a man who would marry Scarlet Johansson for her money.
6. Give them a number or give them a date, but never give them both.
7. If all the economists were laid end-to-end, they still wouldn't reach a conclusion.
8. Ask five economists and you'll get five different explanations, six if one went to Harvard.

## FUN FACTS

- Al Capone's business card said he was a used furniture salesman.
- A goldfish has a memory span of three seconds.
- There are 293 different ways to make change for a dollar.
- The only 15-letter word that can be spelled without repeating a letter is "uncopyrightable."

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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

**"Money isn't the most important thing in life, but it's reasonably close to oxygen in the 'gotta have it' list."** – Zig Ziglar

**"Our comedies are not to be laughed at!"** – producer Samuel Goldwyn

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

## ALTERNATE FUEL UPDATE

### GREEN CAR OF THE YEAR

The Honda Civic Natural Gas has the cleanest running internal combustion engine, as certified by the EPA, and has won the 2012 "Green Car of the Year Award". The vehicle gets 48 MPG on the highway. Natural gas generally is priced about 30% less than gasoline.



### 54.5 RULE TO RAISE PRICES

The government mandate of 54.5 MPG corporate fuel average by year 2025 will add approximately \$2,000 per vehicle, according to the NHTSA and the EPA. Other experts feel the cost will be closer to \$3,000 and will price millions of Americans out of the market.

### EV QUICK CHARGE COMING

Nissan is bringing a low cost DC quick charger for electric cars to the U.S. market. The starting price will be about \$9,900. The product will be capable of supporting all electric vehicles.

## Crash Test: "A TRIBUTE TO M.L.K."

*This month, on the 16<sup>th</sup>, America honors arguably the greatest civil rights leader in history, Dr. Martin Luther King, Jr. Each of the 16 clues below contains the word "King." How many can you name? Good luck!*

- |   |  |
|---|--|
| 1. Amusement park in Virginia                               | 10. Southern Rock band that had the hit "Notion" |
| 2. Home of the Whopper                                      | 11. AKA Michael Jackson                          |
| 3. Early 2000s sitcom starring Kevin James                  | 12. Recently retired late night TV personality   |
| 4. Prolific "horror genre" author                           | 13. 1991 J. Goodman/P. O'Toole comedy            |
| 5. Famous quote from The Titanic                            | 14. Traditional Christmas carol                  |
| 6. Young Egyptian pharaoh whose tomb was discovered in 1922 | 15. Capitol of Jamaica                           |
| 7. Wayne Gretzky's second team                              | 16. This guy                                     |
| 8. Blues musician whose guitar was called Lucille           |  |
| 9. 2002 action flick starring The Rock                      |  |



## CRASH TEST WINNERS

Richard, Vicki, Wayne & Justin	James Coleman Agency	Livonia
Denise & Mike	AAA Insurance	Troy
Cathy Copeland	Eric Steffes Agency	Farm Hills
Shelly & Charlie	Farmers Insurance	Berkley
Kennetha, Millie & Melissa	Eugene Hawkins Agency	Pontiac
Michelle & Peggy	Bridges Tenjeras Insurance	Rochester
Shelly & Kristien	Neil Anchill Agency	Canton
Trisha & Alyssa	Mike Marihugh Agency	Livonia
Dawn DeBruyne	Farm Bureau Insurance	Rochester
Shelly & Mandee	Derryl Mitchell Agency	Farm Hills
Marilyn, Bill & Rose	Bettis Insurance Agency	Livonia
Michelle, Julie & Kathy	McDonnell Insurance	Dearborn
The Staff	Phil Pappas Agency	Taylor

from the ...

## FENDER BENDER FILES

● **NEW YEAR'S RESOLUTIONS**  
(Our suggestions:) 1) Quit smoking 2) Lose weight 3) Call Mom more often 4) Start saving for retirement 5) Refer all customers needing collision repair to Collex.

● **BUILDING A BETTER TEAM**  
In December, 40 Collex managers, department head and key staff were privileged to attend a seminar presented by nationally acclaimed speaker, author and radio personality Bryan Dodge. If you think we were motivated before, wait till you see us now!

● **WINTER HUMOR**  
1) Think about this: If it's zero degrees out and it's supposed to be twice as cold tomorrow, what will the temperature be?  
2) Cats are smarter than dogs. You'll never get eight cats to pull a sled through the snow.  
3) One good thing about snow: It makes your grass look as good as the neighbor's.  
4) It was so cold today that the politicians had their hands in their own pockets!

● **LAST MONTH'S ANSWERS**  
1-J, 2-I, 3-F, 4-D, 5-K, 6-N, 7-A, 8-E, 9-H, 10-B, 11-G, 12-P, 13-L, 14-O, 15-M, 16-C

● 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