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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

MUCH TO BE THANKFUL FOR

In this month of Thanksgiving, our Marketing Department expresses some of the things for which we are thankful:

WE ARE THANKFUL FOR:

- Another successful year in spite of the sluggish economy
- Agents who allow their staffs to take C.E. classes on weekdays
- The Lions, who finally will have a winning season
- Our world-class, highly-motivated team of shop managers, estimators, parts managers, CSRs and technicians
- Cell phones that can do about 3,000 things, including make phone calls
- A work environment that promotes creativity and allows us to run with our ideas
- \$nowy, \$lippery \$treet\$ and road\$
- Most of all you, our customers, who express your loyalty and trust by continuing to refer your insureds to Collex



LAST CHANCE FOR C.E. IN 2011

This month is your last opportunity this year to earn C.E. credits at Collex. Below is the schedule of our upcoming classes. You can register for any class online at www.collexcollision.com or by calling **Harvey** at (586) 405-6191.

Nov 15	Clinton Twp. "Understanding Safety Issues"	9:00 – 12:00
Nov 22	Woodhaven "Understanding Safety Issues"	9:00 – 12:00
No classes in December		
Jan 17	Sterling Hts. Lean Process in Coll. Repair	9:00 – 12:00
Jan 24	Ann Arbor Lean Process in Coll. Repair	9:00 – 12:00

ACTUAL LINES FROM ACTUAL ADVERTISEMENTS

MESSAGES THAT DON'T "AD" UP



- **Classified:** An unexpected vacancy for a knife-throwing assistant. Rehearsals start immediately
- Try our cough syrup. You will never get any better.
- **FOR SALE:** Bulldog. Will eat anything. Loves children.
- "We are proud of the part we played in the tremendous growth

- of our city." –Valley Mattress Co.
- Remember, you get what you pay for. And at Hub Furniture, you pay less.
- Now you can borrow enough money to get completely out of debt.
- Home, \$199,000. Great location. 4 bedroom, 2 bath brick Cape. Built the way they used to. Won't last.
- **WANTED:** Electric kiln for school, big enough for 40 children.

COLLEX IN THE COMMUNITY



Throughout the year, Collex supports many civic and charitable organizations, including the following:

On Saturday, October 15, Collex employees and friends participated in the "Making Strides Against Breast Cancer" walk on Belle Isle. Despite the rainy weather, our group raised \$685 for the cause.

In December, Collex will present three "like-new" vehicles to deserving families that are in dire need of transportation. This year the event will be held at our Fort Myers, Florida location. Since 2006, we have presented a total of 23 vehicles as part of this program.

FUN FACTS

- Richard Nixon liked ketchup on his cottage cheese
- The King of Hearts is the only king without a mustache
- At horse race tracks, the favorite wins less than 30% of the time
- If Wal-Mart were a country it would rank #24 in GNP

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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

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

"You can observe a lot just by watching." - Yogi Berra

"At some time in the life cycle of virtually every organization, its ability to succeed in spite of itself runs out." - Richard H. Brien

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

BEWARE OF OBJECTS IN CRASHES

Today's vehicles have numerous safety systems to minimize accidents and injuries. But what these systems do not provide is protection from loose objects inside the vehicle in the event of a collision.

Business or service professionals place laptops, travel printers, brief cases, tools, spare parts,



etc. on the seats or cargo areas of their SUVs or vans. During a collision, these objects can become deadly missiles.

The weight of an object changes dramatically during a collision due to extreme acceleration or deceleration. Even at speeds of less than 50 mph, the weight of an unsecured object can be increased by as much as 50 times and could cause a serious injury.

Take a look around your vehicle. How secure are the items you travel with?

from the ...

FENDER BENDER FILES

● **WOODHAVEN WINS CSI CUP**
Congratulations to shop GM Sarah Grupa and the entire Woodhaven team for winning the Collex CSI Cup in September. Woodhaven had perfect scores of 100% for both CSI and NPS for the month. Incredible! The cup is awarded monthly to the Collex location with the best customer service rating.

● **STRANGE BUT TRUE**
A Jackson, MO man avoided DWI charges by claiming he began drinking after – not before – driving his vehicle into a ditch. The temperature was below freezing, so the man drank brandy to keep warm while waiting more than two hours for emergency crews to arrive. The jury found him not guilty.

● **JOKE O' THE MONTH**
After taking her young son to lunch at a fancy restaurant, a woman asked the waiter: "Please put the leftover meat in a bag for our dog." "Wow," said the boy jumping to his feet, "Are we getting a dog?"

● **LAST MONTH'S ANSWERS**
1)Pitcher 2)California 3)It's the "loneliest number" 4)Football 5)Hydrogen 6)Yellow 7)Paul Simon 8)"You shall have no other gods before Me" 9)Hockey 10)The juggler 11)Warren Moon (although we accepted any decent athlete who wore #1) 12a)Osmonds 12b)The Eagles 12c)Mariah Carey & Boyz II Men

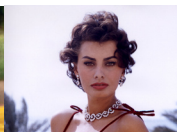
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Crash test: "A CELEBRITY MESSAGE"

To solve this Crash Test, take the first and last letters of the first name of the 12 celebrities pictured below. These letters will spell out a hidden message. To be a winner, you must submit the 12 names and the message. **Good luck!**



1



2



3



4



5



6



7



8



9



10



11



12

CRASH TEST WINNERS

Barb, Erica & Cathy
Lynn & Tonya
Shannon & Teresa
Pat Toohey
Shelly & Mande
Jackie, Michelle & Peggy
Michelle Hammond
Ron, Lisa & Julie
Shelly & Kristin
Trisha & Alyssa

Bergstrom Insurance
Dave Johnson Agency
Cindy Fletcher Agency
Nationwide Insurance
Derryl Mitchell Agency
Bridges Tenjeras Agency
Glenda McGuire Agency
Don Sherman Agency
Neil Anchill Agency
Mike Marihugh Agency

Farm Hills
Mt. Clemens
Plymouth
Clarkston
Farm Hills
Rochester
Roseville
Oxford
Canton
Livonia