



Or scan our QR code

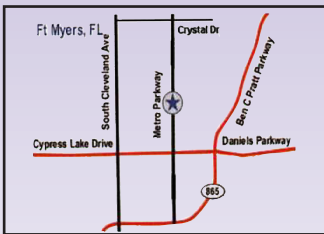


# The Collex UPDATE

A Newsletter For Our Customers

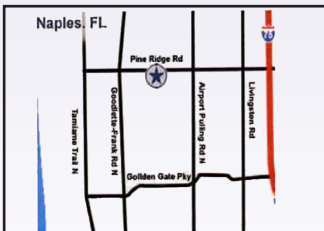
## Ft. Myers

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



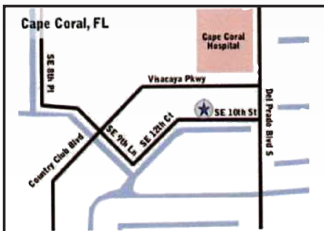
## Naples

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**

## 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
- Our world-class, highly-motivated team of managers, staff, CSRs and technicians
- A work environment that promotes creativity and allows us to run with our ideas
- Snowy, Slippery Street\$ and road\$
- Most of all you, our customers, who express your loyalty and trust by continuing to refer your insureds to Collex

## MEET OUR NAPLES MANAGER



SCOTT SMITH

Collex location: Naples

Lives in: Naples

Wife: Shannon, married 12 yrs

**Kids:** Skylar and Cole

**Pets:** Two dogs

**Hobbies:** "Classic 50s cars.

**Years in body business:** 18

**Favorite sport:** "Hockey. Still a Red Wings fan!"

**Key to success:** "Consistency"

**Dream job:** "To be in a high profile hot rod shop."

## CONTINUING EDUCATION CLASS SCHEDULE

Below is the schedule of our upcoming C.E. classes. You can register online at [www.collexcollision.com](http://www.collexcollision.com) or by calling Jennifer at 239-826-4628.

Dec 1	Fort Myers	Policy Retention	9:00 – 12:00
Dec 1	Fort Myers	Ethics in Collision Repair	12:30 – 3:30
Dec 2	Cape Coral	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



Wheels of HOPE 2009 event night

We support several civic and charitable organizations throughout the year.

In December, Collex will present three "like-new" vehicles to deserving families that are in dire need of transportation as part of our "Wheels o HOPE program. 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.

In addition to the vehicle, Collex will include a year of insurance, an auto club membership, child safety seats (where needed,) vouchers for gas and gift cards to local establishments.

## 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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Follow us on twitter at  
twitter.com/collcollision



## OUR SERVICES AND BENEFITS

### AUTOWATCH

Check your vehicle's repair progress on-line

### ESTIMATES

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

"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** <sup>TM</sup>

## 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

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

## 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