

THE OFFICIAL ACCIDENT REPAIR MAGAZINE

GLOBAL

AUTO REPAIR

LOS ANGELES • VANCOUVER • CALGARY • TORONTO • MONTRÉAL

FROM COAST TO COAST

The **network expands** across Canada

MARTIN
VON HOLST
in the **Fix Auto West**
driver's seat

STREAMLINE
COLLISION
joins Fix Auto

Fix Auto
DOUBLES
its presence in
British Columbia



10.12



BRANDING

The collision industry is fragmented; independent repairers must struggle to establish fair business relations with insurers. Fix Auto offers a powerful brand strategy to help repairers restore a reasonable balance of power with insurers. By combining forces under a recognized brand, owners leverage their marketing dollars and efforts while creating lasting brand value to secure a rewarding retirement outlook.

PERFORMANCE

Repairers must break out of their isolation and initiate peer communication to assess their performance more effectively. Fix Auto programs are conceived to give the optimum guidelines for improving profitability. Fix Auto offers exclusive Web-based tools designed to monitor, benchmark and enhance performance for top repairers in Canada, United States and United Kingdom.

TEAM

Fix Auto repairers benefit from expert corporate level personnel. Our insurance marketing team surpasses a single shop's current means to effectively establish national relationships with insurers. Our specialized quality management team supports technicians, estimators and managers. Only with strength in numbers can independent owners build a competitive advantage. The Fix Auto solution: join forces.



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FIX AUTO DOUBLES its presence in British Columbia



"Fix Auto branding and marketing materials are unbelievable. Tools and results have already been proven, so why reinvent the wheel?"



JOINING THE NETWORK

Fix Auto has recently welcomed Streamline Collision Centers and its 5 BC locations. Martin von Holst, former insurance developer for Streamline, now assumes responsibilities as Fix Auto Area Developer in the West. "We see this venture as an opportunity to expand our business," explains von Holst.

"We will now be using a more recognized brand in the building of customer and insurance relationships. Mass advertising and national branding has become more important. Private insurers in BC all have influences from outside the province."

BRANDING FIX AUTO

According to Martin von Holst, the Fix Auto branding process for all five locations should be completed within three months.

"Fix Auto's branding and marketing tools are unbelievable," continues von Holst. "There is strength in numbers so we can now have a real market presence. We will start with the current members to strengthen our foothold prior to growing."

"In the expansion of the network, target shops will be typically medium-sized and those showing integrity, credibility and honesty."

"We will provide Fix Auto collision centers with a strong brand, a national sales team for maintaining insurance relationships and a support team for managing productivity, profitability and quality through the claims process."

With 5 locations in BC, Streamline Collision Centers joins the Fix Auto Network, growing the number of repairers in the West to 18.