



# Improving Profitability within your Dealership

Fixing Minor Damage...  
Fast and Affordable!



**SHERWIN-WILLIAMS**  
Automotive Finishes



## Are you challenged for new business?

Industry data shows the number of vehicles being repaired annually is decreasing. As customers attempt to avoid insurance premiums they become likely candidates for a less expensive repair alternative. Express Scratch Repair™ by Sherwin-Williams Automotive Finishes can help you capitalize on this growing opportunity and overlooked market segment. In addition, this process gives you the opportunity to increase your profitability through substantial energy savings on every repair.

## Express Scratch Repair™:

Capitalize on the opportunity to generate a new revenue stream by offering your customers an affordable repair for small dents, scratches and scrapes. Provide an instant Express Scratch Repair™ assessment at the time of scheduled maintenance. Convey the benefits the customer will receive when choosing to have an Express Scratch Repair™ done on their vehicle by your collision repair facility.

## Who Benefits?

### Sales Department



- Faster repair of damaged new cars
- Faster reconditioning of used cars taken in
- Improved customer retention

### Service Department



- Generate a new revenue stream by repairing minor cosmetic damage
- Offer your customers the convenience of having small body repairs done at the same time as service

### Body Shop



- Capture more customer pay work
- Generate additional sales by keeping small repairs in-house
- Increase throughput
- Empower additional estimators

### Customer



- Instant assessment onsite
- Same day repairs
- Decreased lease turn-in paint repair costs
- Pride of ownership
- High quality finish

For more information, contact 1-800-798-5872 or visit [www.sherwin-automotive.com/esr](http://www.sherwin-automotive.com/esr)

# Technology



## Revolutionary technology and products from Sherwin-Williams Automotive Finishes



- » Express Scratch Repair™ utilizes the HP Process™ Refinish System, which is our fastest is our fastest vehicle refinish process on the market today.

**Go from prime to shine in 40 minutes or less with HPC15 Clearcoat (50 minutes with HPC21)!**

- » HP Process Clearcoats Air-dry in 15-20 minutes @ 75°F. Turn off the heat. Saves energy and money!



## Damage Assessment Tools

- » Provide an instant damage assessment for Express Scratch Repairs™ using easy to use, proven tools.



## Collision Repair Design Service

- » Utilize our Collision Repair Design Service to help customize your facility's layout to incorporate Express Scratch Repairs.™
- » Reduce the dependency on mobile repair technicians. **Keep sublet money in-house.** Use under-utilized body shop space<sup>†</sup> to create a HP Process™ Refinish System center and a more productive body shop.



## Express Scratch Repair™ Cart

- » Turn-key repair cart allows for quick Express Scratch Repair™ process implementation.

## Customer Marketing Tools

- » Customizable marketing program material for your collision repair facility

# Training

## Express Scratch Repair™ process training; focusing on selling, estimating and product application

- » This course is designed to provide participants with the skills, information, and tools necessary to implement an Express Scratch Repair™ process into your current business model. The course presentation will use written materials, group discussions, exercises and role-playing to develop skills necessary to succeed in today's highly competitive market. The ultimate goal of the course will be to maximize your current facility's profitability by introducing an additional revenue stream.

Express Scratch Repair™ featuring the HP Process™ Refinish System:  
**HP - Higher Productivity. Higher Profits. Higher Performance.**

We know what HP means to us, think of what it could mean for you!

<sup>†</sup>Check local regulation regarding the requirements for spray painting operations.

## Here's how it works:

# Step 1



Obtain an instant assessment and schedule repair drop off

# Step 2



The car is prepped for painting

# Step 3



15-20 minute  
Air-Dry Clearcoats:  
Turn off the heat.  
Saves energy!



The collision repair facility applies the highest quality Sherwin-Williams undercoat, basecoats and clearcoats using the HP Process™ Refinish System.

# Step 4



Delivery of your vehicle