

THE Perfect Blend

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A Publication of Micro Paint

Volume 2 (1st Quarter 2005)

Bob Maxey Lincoln Mercury and Maxey Ford Join MICRO's Network

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Upcoming Events

AutoRama 2005

The 53rd Annual Detroit AutoRama is scheduled to take place at the Cobo Center, Detroit, MI on March 4-6, 2005. Unquestionably, "America's Greatest Hot Rod Show", AutoRama will feature cars from across the United States and Canada. Entries will compete for cash awards and trophies.

MICRO Paint will display a customized Nissan 350Z at this years AutoRama. Micro Associates will be at the show to answer your questions and introduce new programs for 2005. Look for us next to the BASF exhibit.

For show information: www.autorama.com or call (248) 373-1700.

MICRO Training Schedule

(1st Quarter 2005)

Painting Graphics With An Airbrush:

Micro now offers a new training program at our Highland Park Training Center. The class is designed for experienced automotive painters that want to learn how to paint cool graphics with an airbrush. More details at www.micropb.com/training.htm

Introduction To Carizzma:

Carizzma is BASF's new custom color system. The class will teach you how to use Carizzma dyes with BASF toners to make "candy colors". You will also learn various spray techniques used with Carizzma. More details at www.micropb.com/carizzma.htm and www.micropb.com/training.htm

Carizzma Certification Program:

Unique program designed to help collision centers tap into custom paint market. Successful completion of Introduction To Carrizzma is a prerequisite. More details at www.micropb.com/training.htm

Timing is everything. And for two brothers, Bob and Mike Maxey, now is the right time to plan for the future, improve customer service and sell more cars!



Maxey Ford

A little more than two years after making this discission, they have completely remodeled Bob Maxey Lincoln Mercury and purchased the Riverside Ford property on Jefferson Avenue in downtown Detroit. The Riverside facility, closed for two years, was expanded, remodeled and just recently re-opened as Maxey Ford.



Bob Maxey Lincoln Mercury

At Bob Maxey Lincoln Mercury, a new distinctive facade now welcomes customers as they approach the dealership. The improvements are much more than "skin deep".

"It's really like a new dealership", commented Mike Maxey. "We modernized every department within the dealership. And with the purchase of some adjacent property, we were able to expand

Powell. "We were running out of room. Now with the expansion completed, it's easier to manage the work and service our customers. I can now look for new opportunities to increase sales."

Two downdraft spray booths with baking cycles were installed in the new collision center. The body and paint areas are now separated by a wall. This will improve the ability to control dust contamination during the refinish process.

our body shop and add additional parking for our service and collision repair departments".

"The new collision center is outstanding", stated Bob Powell, Collision Center Manager at Bob Maxey Lincoln Mercury. "We never shut down during the remodeling. My staff performed miracles every day to take care of our customers".

"We have been fortunate to increase our collision business every year since I joined the Maxey organization", continued Bob

"With all the other changes going on, we decided that it would be appropriate to look at our paint system", added Bob Powell. "I wasn't dissatisfied with our old paint system. I just wanted to see if there was a better paint system that could increase productivity and improve the overall appearance of our refinish product".

"I did my homework. At the end of the process, BASF's Diamont turned out to be the perfect product for us. I looked at the paint system's overall cost and how much profit we could make



IN THE NEWS

Bob Maxey Lincoln Mercury and Maxey Ford (continued from page one)

with the system', commented Bob Powell. "I couldn't be happier with the results. My 'paint and material' account has never been better".

"Diamont's color match is outstanding", commented Arron Flynn, the painter at Bob Maxey Lincoln Mercury. "I used our old paint system for over 10 years. I didn't want to change. After using Diamont for one week, I was a believer!

I started to save time on every job. And my work never looked better".

At Maxey Ford, the new showroom is now open for business. The old showroom and service areas were converted into a collision center for Maxey Ford. The remodeling included new offices, a customer reception area, new collision equipment and a downdraft spray booth with a baking oven.

"Mike and I are very happy with the progress made at the new

Maxey Ford location",commented Bob Maxey Jr.. "This is our second dealership in Detroit. I was personally involved throughout the construction process and worked closely with people from various city departments. They were very helpful and enthusiastically supported our plans to open a new business in the city."

"We started to use Diamont at our Lincoln Mercury store before we opened Maxey Ford", commented Bob Maxey Jr.. "We liked the paint's finish. And after using the product for several months, we started to see improved profits in our 'paint and material' account. When we opened Maxey Ford, I simply asked Micro Paint to outfit our new facility with a Diamont Paint System".

Crash Avoidance Technology

Automakers have received a loud and clear message from the Federal auto safety regulators. They want fewer deaths on America's roads.

Automakers in recent years have made great advances in crash survival. But further advances may only result in marginal improvements. So the new Federal mandate is "Crash Avoidance Technology (CAT)".

Collision avoidance systems are already being used. The most common application today are the parking assistance sensors in vehicle bumpers.

Electronic Stability Controls (ESC) are also an early success story for the crash avoidance movement. The National Highway Traffic Safety Administration reported that ESC systems reduced single vehicle crashes in passenger cars by 35% and in SUV's by 67%, compared to the same models sold in prior years without the technology.

Research suggest that new CAT systems will dramatically reduce the number of accidents. Here are a few examples: Nissan has developed a lane departure warning system. More than 1.5 million accidents a year are caused by distracted or drowsy drivers (55% of fatal accidents).

GM's forward collision warning system is designed to reduce rear-end-collisions, about 29% of all police-reported accidents. Siemens is introducing a blind spot detection system. NHTSA figures indicate that 830,000 vehicles are damaged each year as a result of blind-spot-related accidents.

This is a good news for Americans, but it's also a concern for a collision repair industry already struggling with overcapacity.

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Comments & Suggestions
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Good News From the Show Me State

Missouri has taken action to exempt airbags from damage total calculations. This should means fewer total loss claims and more repairable vehicles for the collision industry. This practice could be expanded to include other exempt items (e.g. radio systems, wheels, headlights).

Concern Grows About New Metal Technologies

A new generation of high strength metals have some concerned that lives may be put at risk. These new materials are now being used in mainstream cars. Boron steel, aluminum and magnesium all require the technician to follow special repair procedures.

BASF Congratulated

The Automotive Management Institute (AMI) announced that BASF is the only automotive paint company in North America to have all of its training instructors earn the organization's Accredited Automotive Manager (AAM) designation.

Jay Johnston, Manager of Training and Development for BASF's Automotive Coatings, said that the AMI training has given the instructors a deeper understanding of what it takes to operate an automotive service business - including the paint shop - successfully.

Discount For Waiving Choice of Repair Shop

Australia continues to be a test laboratory for the insurance industry. In a new development, NRMA Insurance, Australia's largest auto insurance company with nearly 50 percent of the market, has introduced the Choice of Repairer Policy. The consumer must pay an additional \$51.00 for a policy that permits the insured to choose their repairer in the event of an accident.

BMW Introduces One-Call Accident Management

BMW Australia now offers their BMW and Mini customers an accident management program. In the event of an accident, the driver only needs to make one phone call to BMW Accident Management. They then call a taxi to transport the customer to their home or other destination, arrange for the vehicle to be towed to an approved repairer and fax or email the details to the customer, all in the time it takes them to reach their destination.

Repairers Rank Top Ten Insurers

As reported in Collision Week, repairers were asked to rank the top ten insurers in two categories: 1) Efficiency of the Insurer's Claim Handling Process and 2) Fairness of the Insurer's Reimbursement Policies. The survey also asked the repairers to rank the insurers in these categorizes as a function of Direct Repair Program (DRP) vs Non DRP.

Repairers again reported a difference between DRP and non-DRP work. In both categorizes, DRP respondents report significantly higher satisfaction with insurers with which they have referral relationships. On average, there is a 20% improvement on the score for shops with insurer's DRP.

Overall Combined Score			
	Rank	2004	2003
State Farm	1	1	1
USAA	2	2	2
Travelers	3	3	3
Liberty Mutual	4	4	4
American Family	5	5	5
Farmers	6	8	8
GEICO	7	6	6
Allstate	8	9	9
Nationwide	9	7	7
Progressive	10	10	10

The average insurer's score for the Efficiency of Claims Handling Process was 58.3% and for Fairness of Reimbursement Policies was 58.2%. Once again, State Farm out performed their competitors in both categories, 89.7% and 87.5%. The nearest competitor was USAA, but they trailed State Farm by more than 25% in both categories.

Insurers ranked 4-10 all had scores below average in both categories. For a second year, Progressive scored less than 50% in both categories. The largest improvement was recorded by Farmers. They jumped up 8.1% on their overall ranking to 53.9%