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newschannel update

TO: General Managers, Service Directors Service Managers, Parts Managers	FROM: Benito Cid, Collision Business Manager, Product Management - Service
RE: Certified Collision Program: New Collision Website and Marketing Kits	DATE: September 27, 2013

We are excited to announce the availability of new materials in support of the Certified Collision Program.

First, an updated Collision website will go live October 1st. It has a new look and feel similar to the MBUSA.com site. We've enhanced the functionality, added access to vehicle information, Collision Program news, links to training and much more. The website can be accessed via: www.mbcollisioncenters.com.

To facilitate in-store promotion of the Certified Collision Program, and to build customer awareness of the importance of proper repair, we have produced a "Bring it Back to Picture Perfect" Marketing Kit. We recommend all dealerships, especially those that sponsor a collision center, place these items throughout the store for maximum impact (for example, table tents in the sales offices and the customer lounge, or a banner in the service drive).

The kit includes:

- 1 qty. 4' x 8' Vinyl Banner (PSMKG-0913-COLLBNR)
- 2 qty. 24" x 36" Poster (PSMKG-0913-COLLPOST)
- 50 qty. 4.25" x 9.5" Mirror hang tags (PSMKG-0913-COLLMHT)
- 15 qty. 5"x 7" Table tents (PSMKG-0913-COLLTTC)
- Choice of 3 customizable web banners

One kit will be sent directly to your in-house shop or sponsored shops. We will begin shipping mid-October. Kits will only be sent to Certified Collision Centers, but any item in the kit can be ordered through Paragon.

We are working hard to make the Mercedes-Benz Certified Collision Program the best in the industry and with your support we will succeed.

If you have any questions or need assistance, please do not hesitate to contact the MBUSA Collision Team.

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If contacting us via email, please be sure to provide your full contact information including dealer code, phone number and tool/equipment numbers if applicable.

