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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 Marketing Material in Touchpoint	DATE: August 30, 2013

We are pleased to announce new **My Service** branded email and direct mail templates for collision marketing campaigns are now available in TouchPoint.

A campaign that reminds customers “A beautiful Mercedes-Benz is no accident” both improves their understanding about the importance of proper repair and raises awareness for the Certified Collision Program.



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 and phone number.