



DuPont™
PERFORMANCE ALLIANCE™



Join the All Star Team



The miracles of science™

DuPont™ Performance Alliance™ ...

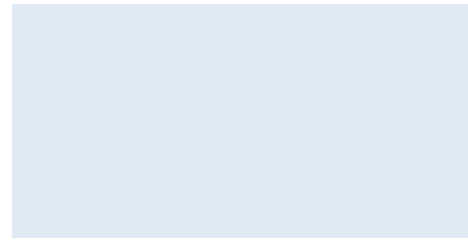
Effective Strategies and Proven Best Practices for All-Star Body Shops

DuPont™ Performance Alliance™ is a network of certified collision repair centers that vehicle owners and insurers can trust to deliver top notch auto body repair and the highest levels of customer satisfaction. Member shops drive confidence by utilizing the latest equipment, processes and technologies, and providing a lifetime warranty on every repair.

Performance Alliance addresses key issues that collision repair shop owners and managers face every day. Have you ever...

- Been told by an Insurance Agent that their company doesn't refer work to body shops?
- Heard from a DRP Coordinator that they're not adding any new shops in your market area?
- Wanted to create Standard Operating Procedures (SOPs) for your shop, but couldn't find the time?
- Had a customer come back claiming that pre-existing damage to their car occurred at your shop?
- Wanted to produce top quality marketing, promotional and advertising materials on a limited budget?

Join the Performance Alliance team to get answers to these concerns – and much more.



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Membership Advantages

Like you, we understand what drives the collision repair industry.

Insurance companies – one of your largest referral sources – seek to reduce costs and increase efficiencies while assuring quality. Naturally, those body shops that help insurers manage expenses and satisfy customers will receive more referrals.

DuPont™ Performance Alliance™ helps you address these issues not by offering a "one-size-fits-all" program, but rather with solutions that can be easily customized to meet your needs.

As a member of the Alliance, you can:

- Implement standard operating procedures (SOPs) that can increase overall repair quality, eliminate bottlenecks and reduce costs
- Access professionally-developed training materials for estimators and technicians that can reduce errors and improve efficiency
- Participate in an Agent Marketing Program designed to establish relationships with insurance agents
- Promote your shop to insurance companies as a source for Direct Repair Program business as well as other referrals
- Use Alliance Marketing Software to create unique marketing letters designed to grow your repeat and referral business
- Gain access to a variety of advertising and communication materials with which to grow your business
- Benefit from the brand-building efforts of the world's leading manufacturer of automotive finishes



Operating Procedures that set the Standard for Excellence.

"How can I easily and effectively train my staff on the best practices for my shop?"

DuPont™ Performance Alliance™ can help you reduce costs, improve employee performance and increase efficiency through implementing standard operating procedures or SOPs.

Starting with industry best practice SOPs, which are quickly customized with your unique procedures, these SOPs address virtually every aspect of your shop's operation.

By adopting these SOPs, you can:

- Document claims and repair processes (and costs) to reinforce insurer relationships
- Eliminate reworks and improve cycle times
- Improve profit margins
- Deliver consistent high quality and ensure customer satisfaction
- Develop more efficient employees through the use of on-line training modules and testing — all customized to your shop's unique practices

Our support begins when we survey your shop's current practices. We work with you directly to review each element of the program before implementing the SOPs. Then we deliver your customized training SOPs that include easy-to-follow videos, graphic depictions, instructions for training and on-line testing.

The Performance Feedback System that Promotes Confidence

"How do I use Performance Feedback reports to increase referrals from insurance agents?"

The Performance Feedback System is not just another CSI program – it's much more. Rather than simply gathering general feedback; it asks for specific comments so that we can link a customer's experience to individual departments and even specific employees. The system is designed to reward good performance and quickly identify and correct inefficiencies. Continuous improvement is the goal.

The Performance Feedback System allows you to easily:

- Build trust with local insurance agents and improve your closing ratio using your positive customer feedback reports
- Quickly and easily resolve issues with unhappy customers
- Get access to third-party measurement of performance against peer shops in the Performance Alliance and other shops in the industry
- Reward specific employees for a job well done
- Isolate the cause of negative customer comments, and provide corrective training to the staff
- Improve relationships between body shops, insurers and customers



Turnkey Marketing to Attract Referrals

Alliance Marketing Program to Increase Repeat & Referral Business

"How can I get my local insurance agents to take notice of the great work my shop does, and want to send me referrals?"

Created by DuPont™ Performance Alliance™ specifically for body shops, Alliance Marketing Software (AMS) helps you promote your shop to consumers, insurance companies and agents.

PC-based and easy to use, AMS facilitates marketing to consumers as well as creating marketing letters on behalf of Insurance Agents. Comprehensive in its capabilities, the software also supports customer communication functions.

Here's what AMS does:

- Produces personalized letters for each customer, designed to improve closing ratios and customer and agent satisfaction
- Imports and stores key data from CCC, ADP and Mitchell estimating systems
- Captures and uploads data for CSI (customer satisfaction index) reports
- Integrates a digital photo management tool
- Creates and tracks customer records
- Generates service reports, including customer service, as well as numerous production reports



Your LINK to All-Star Marketing

"How can I produce top quality direct mail, marketing, promotional and advertising materials when I just don't have the time?"

As a member of Performance Alliance, you have access to a variety of marketing materials that you quickly customize and order on-line. Take advantage of our direct mail module that provides personalized, ready-to-send letters and announcements to the agents and brokers in your market areas. With a few clicks, your letters are ready for you to print out and mail.

DuPont Performance Alliance LINK™ helps you tell your story with communication tools that build relationships with consumers and insurers alike. LINK provides:

- Brochures
- Post Cards
- Advertisements
- Billboards
- Press Releases
- Signs and Banners
- Wearables
- Stationary and Forms

Unlike other marketing programs that only allow you to add your logo, Performance Alliance LINK™ takes your brochures and ads to the next level, allowing you to add specific information about your business. This gives your shop the opportunity to let the world know just how good you are.

Letters from Consumers and Insurers

Agent Marketing Toolkit to Build Policy Holder Satisfaction

"How can I provide real value to my agents, aside from the quality work I already provide?"

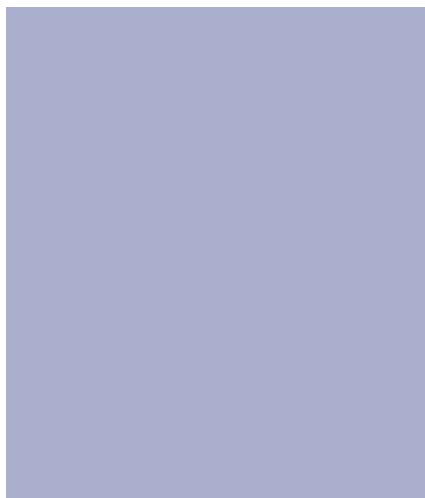
Agents know that a bad body shop experience can result in the loss of a customer. Research has shown that a policyholder with an excellent body shop experience is 98% more likely to remain with his or her insurance company. Agent Marketing Software helps because it provides important dialog in the form of letters from the agent to his or her customers generated on the agent's behalf.

These letters help:

- Improve communication with the car owner
- Keep the agent's name in front of their valued customers
- Connect customers to both their agents and your shop

To help you get set up, you're provided with a template for building a comprehensive marketing kit to use for earning agent approvals to send letters in their name. In addition, you're given a list of collision industry "best practices" for making more effective insurance agent sales calls.

Since the follow-up letters are generated automatically, the agent does nothing, except reap the rewards of the positive impressions they leave with their customers, which will increase referrals to your shop!



Direct Repair Marketing Kit to Showcase Your Shop's Strengths

"How can I convince a DRP Coordinator to add my shop to the DRP list?"

Direct repair job referrals from insurance companies are key to the success of any body shop. In light of this fact, DuPont™ Performance Alliance™ created the Direct Repair Marketing Kit.

To help you capture more of this business, this kit offers Alliance members a professional and comprehensive "resume" with which to market their shops to insurance company coordinators.

Fully customizable, this comprehensive kit can include your shop's:

- Photos
- Descriptive copy and qualifications
- Equipment list
- Performance Feedback reports

In addition, this kit will outline other topics of interest to insurance companies, including SOPs relating to your shop's insurance and paint processes -- and other key information that will help your shop stand out from the rest.



Give CEU Vouchers so Insurers can get their Credit

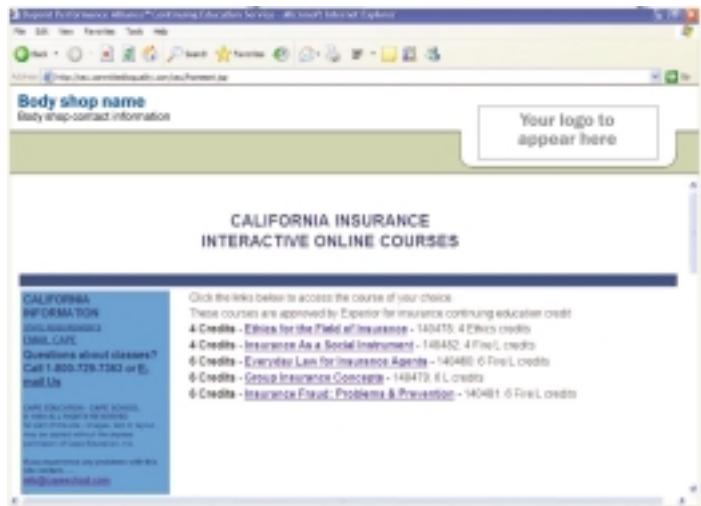
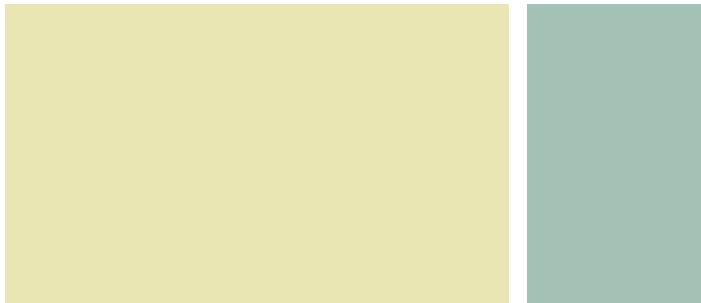
"How can I show my local agents that I value them and their customers?"

In today's competitive environment, you have to add value to the business relationship. One proven way to show your local insurers that value is by helping them reach their Continuing Education Unit (CEU) requirements. The DuPont™ Performance Alliance Team has worked closely with an expert company in the field of Continuing Education to develop a very cost effective and innovative method of getting your shop's name in front of insurance agents and their staff.

The program is as easy as 1-2-3:

- 1) Purchase CEU Vouchers on-line that are personalized with your logo.
- 2) Print the vouchers and distribute them to your key insurance agents and staff.
- 3) The agent uses the voucher to sign on to a web-delivered training module that is customized on each page with your logo.

It's that simple to provide such a valuable benefit to the insurance agents with whom you are trying to build strong relationships.



www.perform



Join the "Personal Pit Crew"

You're in good company when you team up with Performance Alliance. Alliance body shops drive confidence by using the latest equipment, paint systems, and repair technologies, and providing a lifetime warranty on every repair. We promote Performance Alliance to consumers in a number of highly visible ways, designed to drive car owners to their shops, and stressing the theme "DuPont Performance Alliance – Your Personal Pit Crew™".

Champion NASCAR driver Jeff Gordon drove the specially-themed DuPont Performance Alliance #24 Monte Carlo in the 2005 NEXTEL All Star race, which celebrates DuPont's "all-star" collision repair centers located throughout the U.S. and Canada. This, coupled with extensive public relations and advertising in USA Today and two race programs, brought tremendous visibility to Performance Alliance, and brought record numbers of consumers to the Performance Alliance shop locator at www.performancealliance.dupont.com. Throughout the race season, we promote Performance Alliance on the 24 car's TV panel and deck lid.

You benefit through:

- Positive press and editorial that reinforces key messages such as: "Performance Alliance shops make collision repair a three-step process. Drop off. Relax. Pick up."
- NASCAR Show Car Program which allows you to use a full size replica of the #24 car that raced in the Nextel All-Star race for your customer events.
- Internet search advertising that brings tens of thousands of targeted consumer and insurer leads to www.performancealliance.dupont.com each month.
- Industry relations efforts that brings the Performance Alliance message to top insurance company, fleet, and vehicle manufacturer personnel.

As a member of DuPont™ Performance Alliance™, your shop will be co-branded with a widely recognized and actively promoted company name that builds trust among insurance agents and customers.

performancealliance.dupont.com

Operate More Efficiently...

Gain More Visibility...

Earn More Referrals...

Increase Your Profits.

Becoming a member of this all-star team positions you for increased business by providing the operational and marketing best practices that will set you apart from your competition. Here's how you benefit:

- Documentation and on-line training and testing programs designed specifically for your business
- Turn-key consumer and insurer-focused marketing program that includes your company's logos and message to increase insurance company, agent and customer referrals
- Operational tools to improve work flow and monitor customer satisfaction
- On-line DRP program documentation and continual updates for error-free claims processing

Join DuPont™ Performance Alliance™ today. Contact your DuPont representative to get started.



**DuPont™
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