

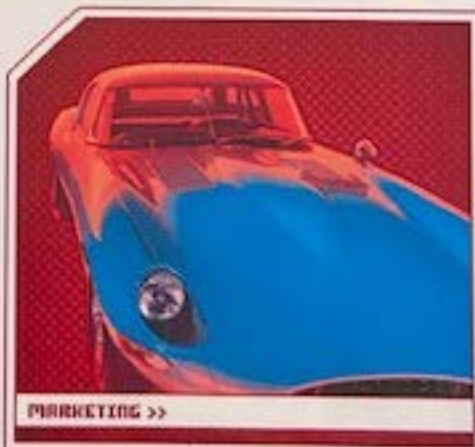
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Motorcar Colors

PROFESSIONAL REFINISHING PRODUCTS

Welcome to Motorcar Colors

Motorcar Colors knows that choosing a supplier is critical to your business. We pride ourselves on being one of the most progressive distributors in the industry. Providing technical support, marketing solutions, quality products and value added services are just some of the advantages of dealing with Motorcar Colors. Whether you're a dealership, independent or consolidator, we offer the expertise and precision you expect from a premium supplier.



MARKETING >>



Motorcar Colors

PROFESSIONAL REFRESHING PRODUCTS



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About Motorcar Colors

At Motorcar Colors we pride ourselves on keeping our customers on the leading edge. The best products on the market, the most experienced staff, unmatched delivery service, dedicated technical service staff, the latest technology and value added services, we're your supplier.

Motorcar Colors and the ColorSource Jobber Network

Motorcar Colors is part of the strategic network of progressive BASF single-line distributors who

TESTIMONIALS



Dealing with Motorcar Colors and their staff is a pleasure. Their level of service and support makes our business run smoother.

Mike - Purnell Body Shop



Pigment

The Quarterly Newsletter of Motorcar Colors

Motorcar Colors Recognized for New State-of-the-Art Website

Motorcar Colors has announced that it has received the Philly Gold Award of Excellence for "Best Business-to-Business/Institutional Web Site" for its recently redesigned corporate site.

Created by Idea Lab Marketing Communications, a full service advertising and design firm, in conjunction with Motorcar Colors, the site was recognized for its creativity, usability and attention to brand integrity and is considered to be one of the most artistic and technically advanced sites in the Philadelphia region.

"We are very excited to receive this honor," said George Schumann, president of Motorcar Colors. "Not only does it show that we are an innovative company but it also shows that we understand the importance of technology in today's marketplace."

Motorcar Colors, which is part of a strategic network of progressive BASF single line distributors, specializes in supplying professional refinishing products that are backed by a highly trained staff of marketing and technical service professionals at leading dealership, collision centers and independent companies.

To view Motorcar Colors' award-winning web site, visit <http://www.motorcarcolors.com>.



2004 Collision Repair Industry INSIGHT

WHAT'S INSIDE:

- Quality Auto Body
- C&C Ford and Chapman Ford
- Foulke Group
- VisionPlus Online
- Marketing Opportunities
- Safety
- Paint Department Productivity Workshop
- Custom Painting Class
- Ultraviolet Curing
- The Crash Tube
- Small Damage Repair System



Fall 2004

Pigment

The Quarterly Newsletter of Motorcar Colors

Motorcar Colors Recognized for New State-of-the-Art Website

Motorcar Colors has announced that it has received the 2004 Best Award of Excellence for "Best Business-to-Business Website of the Year" for its newly redesigned corporate site.

Owned by Blue Cat Marketing Communications, a full service advertising and design firm, its competitive with Motorcar Colors, the site was recognized for its usability, styling and attention to brand identity and is considered to be one of the most visible and technologically advanced sites in the Publications region.

"We are very excited to receive this honor," said George Schwab, president of Motorcar Colors. "Not only does it prove that we are an innovative company but it also shows that we understand the importance of technology in today's marketplace."

Motorcar Colors, which is part of a strategic network of progressive B2B online distributors, specializes in supplying professional refinishers products that are backed by a highly trained staff of marketing and technical service professionals to leading business refinishers and independent companies.

To view Motorcar Colors award winning site, visit www.motorcarcolors.com



2004 Collision Repair Industry INSIGHT

Spring 2005

Pigment

The Quarterly Newsletter of Motorcar Colors

Diamond User Stays Ahead of the Competition

Over the course of its 100-year history, Diamond has been a leader in the industry, offering a wide range of products and services. In 2004, Diamond was recognized for its commitment to innovation and quality. The company's dedication to providing the best products and services has earned it a reputation as a leader in the industry. Diamond's commitment to excellence is reflected in its products and services, which are designed to meet the needs of its customers. The company's focus on research and development has led to the creation of new products and services that have revolutionized the industry. Diamond's commitment to excellence is reflected in its products and services, which are designed to meet the needs of its customers. The company's focus on research and development has led to the creation of new products and services that have revolutionized the industry.

BASF
The Chemical Company

 **Motorcar Colors**
PROFESSIONAL REFINISHING PRODUCTS

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Depotford, NJ 08034
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Fax: 856.228.3475

www.MotorcarColors.com

Quality Auto Body Featured Shop

Since 1966, Quality Auto Body has produced high standard quality repairs with a reputation for excellence. Quality Auto Body located on Rt. 139 in Burlington, NJ, was founded by Tom and Elaine Sicker and is known for their no-compromise approach resulting in serving three generations of happy customers. Quality's 19,000 square ft. facility houses the best equipment and product's available. Like any great facility, Quality's success stems from the caliber of its people. Quality Auto Body has always been a leader and is proud to be the first licensed body shop in the state of New Jersey. "Our success is greatly due to our customer service approach," says Bob Schwegman. "We continually keep our customers informed and up-to-date on the status of their repair. Our customers don't call us, we call them." In order to meet the needs of our customers and the needs of our Insurance DRP programs, we are committed to keeping the shop on the cutting edge. Quality encompasses a former Lincoln Mercury Dealership and through many renovations, offers one of the broadest and most professional facilities you will find. "The future of the industry requires we provide the highest quality repair using the newest tools and equipment that meet or match how the car is assembled at the factory," states Bob. "In addition, our customers want the repair done in a professional and timely manner. All of this creates a great challenge for body shops and we are proud to be on the leading edge of that challenge."

Quality has been a Motorola Colors, BACF customer for 20 years. Our relationship with Quality is about more than just paint," says George Schumann, president of Motorola Colors. "It's about a strong partnership for the future. We couldn't have asked for a better partner."



Foulke Group Joins Forces

Matt Chrysler, Cherry Hill Dodge, MB, Sprint-Dodge, Matt Chevrolet and Atlantic Chrysler are excited to announce that they have decided to unite their operations to Collision Services of New Jersey. In addition to offering a quality repair and exceeding customer's expectations, this new approach will allow them to concentrate operations and be more more efficient. "Focusing on marketing our shops and continuing our reputation is the most effective way to achieve this," says Chris Kroski, Body Shop Manager for Collision Services of Cherry Hill. "We are happy to have Motorola Colors as our supplier. Their care about our business and come to market differently than competitors. When we needed our shops certified for DM and the State of New Jersey, Motorola Colors helped and certified our technicians in their facilities saving us the time and money." "The recent completion of the rebuilding of Body Shop offices at Cherry Hill Dodge, Matt Chevrolet and Atlantic Chrysler have given customers the professional facilities they look for in a quality shop and we look forward to the further renovations we have planned," says Bob Talbot, manager of Collision Services of Pennington. "Collision Services understands the value of marketing themselves and is seeing the results," said George Schumann of Motorola Colors. "We are happy to have this valuable relationship."

Collision Services
of New Jersey



C&C Ford and Chapman Ford Featured Shops

Body Shop Managers Bill Gruszow and Mike Kochersperger of Chapman Ford, Roosevelt Blvd., Philadelphia, and C & C Ford, Honahan, PA have been building a reputation for consistency in quality and service to ensure that the job always gets done right the first time. "Our customers expect a very high degree of service when they bring their cars to our shops for repair," says Bill. "In achieving this, we've not only been able to meet our customer's needs, but also exceed their expectations." Bill and Mike feel that their top priority is to build a good reputation; they know they must continually provide a high standard of quality to their customers every day. To ensure that these high standards are always met, C&C Ford and Chapman Ford both rely on the high quality of BACF and use these products exclusively for their refinishing needs. "Every one here has great respect for our customers and treats every car that comes in as if it was his own," said Mike. "Every job is rebuilt to factory standards right down to the jeans seats." Bill and Mike have successfully built their reputations for exceptional service and quality and expect to consistently do this over the years as their businesses continue to grow.

Vision Plus Online

BACF provides the first installation of Vision Plus Online service. With Vision Plus Online, customers can receive their estimates and schedule repairs online from their own computer. In addition to the online estimates, BACF offers a new 24-hour, 7-day, 365-days-a-year service for customers who need assistance. For more information on Vision Plus Online, call 1-800-451-1111.

Marketing Opportunities

Motorola Colors is expanding its marketing reach to help customers grow their business. Through comprehensive and detailed training, BACF offers customers a new, comprehensive approach to marketing. Through comprehensive and detailed training, BACF offers customers a new, comprehensive approach to marketing. Through comprehensive and detailed training, BACF offers customers a new, comprehensive approach to marketing. Through comprehensive and detailed training, BACF offers customers a new, comprehensive approach to marketing.

Safety

Though we have heard that a broken neck, while a painful injury, is not fatal, there are some Motorola Colors repair shops where safety is not a priority. Regardless of where you live, accidents and when you're in the shop, there are some Motorola Colors repair shops where safety is not a priority. Regardless of where you live, accidents and when you're in the shop, there are some Motorola Colors repair shops where safety is not a priority. Regardless of where you live, accidents and when you're in the shop, there are some Motorola Colors repair shops where safety is not a priority.



Fall 2004 Workshop Review

As a Motorola Colors participating shop, it's important to the success of our business that you attend all of our workshops. Fall of the year workshop is scheduled for BACF on October 20th. Fall workshop will cover a wide range of topics relevant to your business.

Paint Department Productivity Workshop

The next workshop, on a fall day, dedicated to helping our customer service department work more effectively as a unified team. Productivity workshop will focus on how to improve the productivity of your paint department. The fall workshop will cover a wide range of topics relevant to your business.

Custom Painting Class

The Custom Painting Class is a 2-day workshop designed to provide the next level of customer service. Students will learn how to identify the body and paintwork, respond to customer requests, and provide a high level of customer service. The class will cover a wide range of topics relevant to your business.

Motorola Colors hosts all of these workshops for your business. They will be held in a format where you will be able to learn from the workshop for 2004. Call 1-800-451-1111 or visit www.bacf.com.

