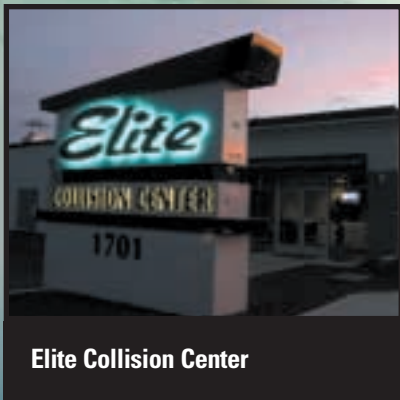


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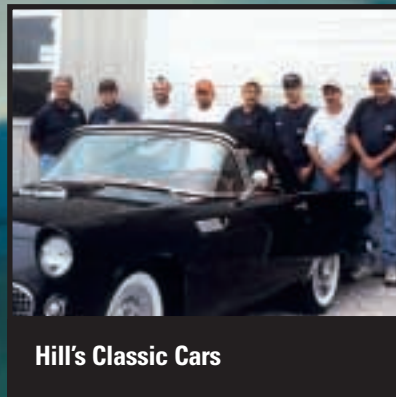
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Volume 26, Issue 2 – 2003

Two Shop Owners Turn Dreams Into Reality



Elite Collision Center



Hill's Classic Cars

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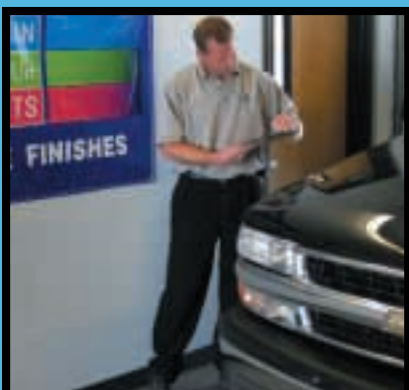


Elite Collision Center

Thanks to His Family's Efforts, A Father's Vision to Open a Collision Center Becomes a Reality



Art Morse Sr. had a vision. He dreamt of opening a state-of-the-art, "one stop shop" which would combine a mechanical repair shop, quick-lube services, and a collision repair center. The concept would be a virtual "auto mall"—offering customers nearly any automotive service they desired.



Kevin Morse personally inspects every car before it leaves. "Our come-back ratio is almost zero—and I believe this is one of the key reasons why."

Located in Battle Ground, Washington, a rapidly growing community 20 miles outside of Portland, each component of the facility would have the most technologically advanced equipment available and employ a staff of professional, courteous individuals.

Unfortunately, Morse Sr. was stricken with kidney cancer and lost his battle with the disease in 1998, before his full vision would come to fruition. However, that didn't stop his wife, Sherry; and two sons, Art Jr. and Kevin, from carrying on his dream. In February of 2003, this threesome proudly opened the doors to Elite Collision Center, next door to Art Morse Auto Repair and Battle Ground Quik Lube.

This 12,000-square-foot, state-of-the-art NAPA Auto Care Collision Center is already surpassing the family's expectations. In less than a year, Elite Collision Center has doubled its work load and has a solid strategy for growth—something that Kevin Morse says would definitely make his Dad proud.

Humble Beginnings

Everyone needs to start somewhere, and Morse Sr. decided to start in his own backyard. A motivated entrepreneur, he established Art Morse Auto Repair in 1978 in a two-car garage in his backyard. A few years later, thanks to increased business, Morse Sr. expanded and built a four-bay shop behind his home. Then fate took over in 1989.

According to Kevin, "My Dad was driving through town and saw a 'for sale' sign lying in a ditch. I swear it was destiny, and so did my Dad. He quickly sold his 1985 Corvette and used the money as

a down payment on the land where our facility now sits." Located in the center of Battle Ground, the facility rapidly became a thriving enterprise. Not long after, Battle Ground Quik Lube, offering fast, inexpensive oil changes, opened.

Even with the two businesses on the property, the Morse family still had dreams of further expansion. "At the time, there really weren't any professional collision centers in Battle Ground," added Kevin. "We talked about it as a family and decided to use this extra land to its maximum potential and open a collision repair facility."

In 1999, Kevin applied for a building permit for the new center. Unfortunately, due to extenuating circumstances, it took four years for the City of Battle Ground to process the permit, delaying construction. Like his father, however, Kevin didn't let one setback keep him from pursuing his ultimate dream. He used the time to his advantage by networking with body shop owners from around the country, avidly reading trade publications, and taking the necessary classes to receive his Master ASE and I-CAR Certification. Kevin also hired a design firm which specializes in body shop layout and equipment purchasing, to provide further direction in the facility's design. Last February, Morse Sr.'s dream became a reality and Elite Collision Center opened.

Twenty Little Things

When the Morse family sat down to create a name for the yet-to-be-opened collision center, Kevin explained that 25 different names were tossed around. But the one name that the entire family agreed upon was "Elite Collision Center." "It's a really simple name, but succinctly conveys the message we want to send to our customers—that we are a professional, first-class collision repair facility."

Kevin said it's not just one thing that makes Elite Collision Center stand apart from its competitors; but rather, 20 little things. The first 'little thing' that Elite offers is clear signage. "We realize that you're not in an accident very often, so customers are typically anxious when they enter our facility," said Kevin. "We try to comfort them immediately by offering clear directions right from the start."

Next, Elite has drive-through estimating which is completely under cover. This feature allows



estimators the ability to see the car in good lighting, in an area which is clean and dry, and away from the elements.

When customers enter the building, they are greeted by an upscale, professional décor, including a reception desk with granite countertops and slate tile. The lobby features a small refrigerator and bar, stocked with complimentary soft drinks, water, snacks and specialty coffee drinks. “Our lobby probably looks more like a banker’s office than a collision repair facility,” added Kevin. “But we want to represent who we are and what we can do for our clientele.”

Once the estimate is written, the staff of Elite Collision Center thoroughly reviews the document with the customer. “We explain the process, line by line, so a customer knows what will happen to their car,” said Kevin. Throughout the repair process, Elite’s staff is in constant communication with the customer by phone or email—whichever method is preferred. In the future, Elite would also like to offer additional Internet-based services, such as on-line scheduling and Web photography of customer’s vehicles.

At the completion of the repair process, every vehicle is completely cleaned and the Elite team thoroughly checks the vehicle’s fluids, hoses and belts. “This service has proven invaluable to our customers,” added Kevin. “We let them know if there are any other items that should be addressed while their vehicle is at our complex. It’s not a hard sell—and they appreciate the fact that we took the time to review these other areas to help ensure their vehicle’s continued safety and reliability.”

Finally, whether a vehicle was in for a \$200 grill repair or a \$30,000 frame hit, Kevin personally inspects every car before it leaves—it’s an important part of Elite’s quality control process. “Our come-back ratio is almost zero—and I believe this is one of the key reasons why,” said Kevin.



An Elite Team

At the heart of this targeted customer satisfaction effort is Elite Collision Center’s team of eight employees. This loyal team is led by Kevin, who serves as the company’s Vice President and acting General Manager. He explained that his current

team is the “start-up crew,” and he expects he will be hiring additional staff as business grows.

Fortunately, recruiting hasn’t been an issue at Elite. “Because it took so long to receive our building permit, everyone was curious about our facility when we finally broke ground,” he added. “We never had to advertise once to recruit new employees—we received all of our leads through word of mouth. In fact, we interviewed 25 people for seven positions.”

To keep his staff as satisfied as his customers, Kevin offers a number of perks including medical and retirement benefits, paid vacation and sick days. However, Kevin believes one of the biggest perks at Elite is their professional approach to the business. “We don’t think of our people as ‘just mechanics,’” he said. “They are skilled technicians completing complicated repairs on sophisticated vehicles. Our employees deserve that recognition, and we treat them as the professionals that they are.”

To inspire his employees, Kevin often sends them to local training offerings, NAPA classes and trade shows, which Elite pays for completely. “I think it’s important to get away from the daily grind and see new ideas, products and processes,” said Kevin. “It costs money to do that, but the return on investment is well worth it.”

He continued, “My father had an extremely thorough working knowledge of the industry, which he gained in large part from attending outside training classes,” added Kevin. “In fact, my Dad received the National ASE/NAPA Technician of the Year Award in 1994 for all of his efforts.”

“Whatever It Takes”

Morse Sr.’s relationship with NAPA began 16 years before he won his award from NAPA—to 1978 when he first opened Art Morse Auto Repair. His business was the first new, ground-up NAPA Auto Care Center on the West Coast, and it has maintained a relationship with Battle Ground Auto Parts, the local NAPA jobber, ever since.

When Elite Collision Center was close to completion, Kevin explained that nearly every paint company imaginable tried to sell Elite on their products and services. “Our decision was simple—NAPA has always been there for us adding support and value, so the choice to use Martin Senour Automotive Finishes was easy,” he said.

Kevin continued, “I was thoroughly impressed with their people and products. It wasn’t just a ‘let’s bring in the paint, set it up and go away’ mentality. Chris Sciselo, Martin Senour Account Executive, and the entire Martin Senour team, really took the time to train our technicians, explain proper application techniques and go the extra mile. I explained that I’m the one with the



“Our decision was simple—NAPA has always been there for us adding support and value, so the choice to use Martin Senour Automotive Finishes was easy.”

risk and the investment in this new company—the attitude I need from Martin Senour is ‘whatever it takes.’ And that’s exactly what they give.”

Kevin explained that Ferlin James, his local Martin Senour Regional Manager, worked with his team to develop processes to ensure Elite Collision Center continues to achieve maximum productivity and efficiency. “How many companies take such a genuine interest in your company—that really want you to succeed and care about your future?,” said Kevin. “Not many. That’s why we’re so happy working with NAPA and Martin Senour—we consider their teams a part of our family.”

A Family Affair

That family attitude is what has helped the Morse family’s trio of businesses succeed over the years. It’s also something that has helped maintain a steady stream of customers to the facilities. “We had such loyal customers on the mechanical side of the business that they held their vehicle repairs for six months while Elite Collision Center was built,” added Kevin. “We had about 15 jobs lined up right from the start, thanks to these dedicated customers.”

Looking to the future, Kevin does not rule out the possibility of further expansion—especially outside of the Battle Ground area. “I actually think it will be a little bit easier the second time around,” added Kevin. “We can build on what we’ve learned here and continue to seek out new processes to improve our business model.”

When asked what his Father would think of the enterprise his family has created in his honor, Kevin quickly replied, “We know Dad is smiling on us now, seeing what we’ve accomplished.” We couldn’t agree more.

Hill's Classic Cars

Entrepreneur's Passion for Thunderbirds Turns A Dream Into Dollars

"From Teeth to T-Birds"

If one were to write a biography of Marvin Hill, Owner of Hill's Classic Cars, this is a title that would fit appropriately. For this entrepreneur did not get his start in the antique car restoration business, or even in a body shop. Instead, his professional career began by restoring items of a different kind—teeth, to be exact—as he is a former dental technician.

But a passion deep within Hill slowly took over. When he was 13, he restored a Model A automobile, and he would never be the same. While he tried wholeheartedly to take a different career path in the dental profession, the lure of vehicle restoration kept bringing him back.

Rather than dive into his hobby all at once, Hill decided to conservatively dip his toe in the water by restoring his own car. In 1978, at the age of 29, Hill bought his first 1956 Thunderbird. He restored the

vehicle over the next year and, according to Hill, "couldn't get enough of it."

From 1978 to 1984, Hill rebuilt five cars—all in his spare time. But his 'hobby' wouldn't last much longer—in 1985, he decided to take a risk and start his own antique restoration business—Hill's Classic Cars.

Diving In

Hill's first location was a convenient one—a three-car garage right in his own backyard. While this locale was fine for two employees (including Hill), when business started pouring in, it was time to branch out and build a larger facility.

In 1987, Hill built an 8,000-square-foot facility in his hometown of Racine, Ohio. With a population of less than 1,000, Racine is a rural community located in the Southeastern corner of the state. Both local and national customers alike started frequenting Hill's Classic Cars—so much so, in fact, that Hill soon began adding employees, and a 5,000-square-foot addition to his facility.

Today, Hill's Classic Cars has 11 employees which handle a steady stream of business. Specializing in 1955-1957 Thunderbirds and 1965-1970 Mustangs, as well as muscle and classic cars, Hill's Classic Cars has made quite a name for itself across the country.

"We don't take any late model repairs—we leave that business to the body shops," said Hill. "In fact, I recently wrecked my brand-new Ford Expedition, and I sent it to another local shop for repairs. Sure, we could have done the job, but I wouldn't want my car to get in the way of a customer's vehicle."

Worth the Wait

At Hill's Classic Cars, the customer always comes first. This attention to customer satisfaction might



be one of the reasons Hill's customers are waiting for years—literally—to have their cars restored. "Our average waiting list right now is about one year," added Hill. "We typically spend 1,000 to 2,200 hours on each vehicle, so we need to allow enough time to spend on each customer's car."

If you're wondering who would be willing to wait such a long time to have Hill repair their vehicle, we were pondering that same thought. Hill explained that his average customer is a male, 50 to 65 years old who owns his own business or is self-employed. "Our customers are men who are at an age that they have extra disposable income, and they can finally afford their hobbies," said Hill. "These are folks who always wanted a T-bird in high school, but couldn't quite afford it. Today, they can. And it's our job to make the T-bird look like the car they wanted back then."

To get the word out to this targeted audience, Hill advertises his services regularly in the classified sections of national publications such as Hemming's Motor News, Early Bird and Ford Trader. In addition,

"Our ideal employee is one who leaves work to go home and play with their own cars—it's in their blood."

"Just like realtors say their business is all about 'location, location, location,' our mantra should be 'quality, quality, quality.' If you produce quality work, you can't go wrong."



Hill's has a Web site, www.hillsresto.com, which not only promotes his services, but also cars which have been recently restored and are for sale. Recently, Hill's Web site featured everything from a 1934 Packard convertible (priced at \$175,000) to a 1957 Supercharged T-Bird (priced at \$105,000) to a 1965 Mustang Convertible (priced at \$35,000). "Our Web site really serves as a catalyst to bring new customers our way," noted Hill.

Since customers are coming from Oregon to New York, how do the cars actually get to Racine, Ohio? "We have our own pick-up and delivery service, and there are also national carriers which specialize in hauling antique cars—which are often used by our customers," said Hill. "These carriers can fit up to six antique cars in one truck, which is constructed so the cars will never see the light of day. It keeps them in optimal condition."

"In 23 years in business, I can probably count on one hand the number of unsatisfied customers we've had."

While Hill's doesn't have an official Customer Service Index program in place, he personally calls every customer after the restoration. "We have a tremendous response," added Hill. "In 23 years in business, I can probably count on one hand the number of unsatisfied customers we've had. That's pretty good." A testament to his excellent customer satisfaction is the high number of repeat business Hill's receives. In fact, Hill's has restored six cars for one customer.

Bringing Back a Bird

Restoring a 1957 T-Bird is quite a bit different from repairing a 2003 Accord. Hill explained that he begins by taking apart each piece of the car. On nearly every vehicle, the chrome, stainless trim and sheet metal need to be refurbished; and a large amount of soft goods, such as interiors, are reproduced.

Whenever possible, Hill's insists on using original parts. Because these antique parts can be difficult to find, Hill's started its own side business of parts distribution. "We have an extensive inventory of hard-to-find, used parts," added Hill. "It's one of the fastest growing areas of our business."

The team responsible for installing these rare parts is one with a love of antique cars. "Whenever we recruit, we try to find someone that has a love affair with cars," said Hill. "Our ideal employee is one who leaves work to go home and play with their own cars—it's in their blood."

Just like businesses in late model collision repair, Hill has a difficult time recruiting—even more so, he believes. "A lot of today's technicians have the skills to work on antique cars, but not the patience," said Hill. "We work at a much slower pace, and on only six cars at one time, so we need to find technicians who are willing to work with an extreme attention to detail."

One such employee is Steve Roberts, who has been with the company since its roots in Hill's backyard. Roberts, who is now in charge of all of the company's assembly work, started with Hill in 1985. "Steve has a great working knowledge of all of our mechanical work," said Hill. "He's our 'go to man' if we have any questions."

Another valuable member of Hill's team is Bob Spaun, who has been with Hill since 1988. "Bob is responsible for all of our paint processes and mixing systems," added Hill. "He's a tremendous asset to our team."

Painting a Packard

Hill has used Martin Senour Automotive Finishes since he restored his first Thunderbird in 1978. "We've tried a few other brands throughout the years, but I always come back to Martin Senour. Their service is great, the product is easy to use and the quality is excellent—it just can't be beat."

Servicing Hill's Classic Cars from Middletown, Ohio is the team of NAPA Motorparts and Ralph Proemm, Martin Senour Sales Representative. "Both Ralph and our NAPA store are extremely helpful in answering questions and keeping us up to date on industry trends and issues," added Hill.

Painting a Packard, or any antique vehicle, has its own unique challenges. One of which is trying to match paint colors from as far back as 1938. Hill explained that many of the antique cars feature pastel colors, such as mint greens, pinks and yellows. Fortunately, Hill's uses a Color Dominator™ spectrophotometer from NAPA Motorparts to assist with difficult color matches.

While the general application technique is the same as painting today's vehicles, working on a custom car requires more attention to the body work. "Our body work is more intense, and every vehicle needs to be repaired, filled, block-sanded, painted and



buffed. We don't skimp on any step. The best new car out there today won't have a paint job as good as one that we would do here."

Because of Hill's attention to detail, the company has received many prestigious awards. In addition, Hill's is often asked to attend car shows which are "invitation only." One such event occurs annually in Meadowbrook, Michigan. Hill expects he will take two vehicles to the exclusive event.

Back to the Future

Looking to the future, Hill believes that his parts distribution service will be the most profitable aspect of his business. In fact, he recently purchased six antique vehicles solely to sell their parts. "We used to ship parts out once or twice a month," said Hill. "But now, we do it every day."

When asked the golden question regarding the secret to his success, Hill believes it's his concern for the customer that sets him apart. "I've never even met many of our customers—we've only talked over the phone," Hill pointed out. "They trust us with extremely valuable pieces of machinery, due to the strong sense of trust, consistent quality and responsibility they can expect from our company."

Hill added, "Just like realtors say their business is all about 'location, location, location,' our mantra should be 'quality, quality, quality.' If you produce quality work, you can't go wrong."



How Can Martin Senour's Training Classes Help Your Business?

A Brief Talk With a Few of Our Students

Think that sending your employees to a three-day Martin Senour Automotive Finishes training session is equivalent to sending them on a mini vacation on your tab? Think again.

Those who have sent their employees to Martin Senour Training Centers, and attended themselves, know this is not the case. In fact, Martin Senour's 17 training classes are aimed at giving body shops and suppliers the upper hand when it comes to industry know-how, productivity and profitability.

And for the technicians who feel they've already had all the training they need, a recent I-CAR Education Foundation survey reports that among technicians over 20-years-old, income tends to increase with ongoing education. Technicians with training over the past two years posted an average income 16.1 percent higher than those who had no training over the same period.

We talked to three individuals in the vehicle repair market who have attended Martin Senour training classes—two jobbers and one supplier. What follows is a brief conversation with those students and their impressions of continued education in our industry.



A View from the Shop Floor Randy Richardson, Gene Messer Ford, Lubbock, Texas

"Training just re-emphasizes the correct way of doing things, whether you've been in the business 30 years or three days," says Randy Richardson, Body Shop Manager for Gene Messer Ford in Lubbock, Texas.

Training for Messer Ford's 18 body shop employees is ongoing and mandatory. The most immediate benefit Richardson has seen from employees returning from training is knowledge of proper application techniques. As for the long-term benefits, he says, "The money spent on sending our people to the training programs pays for itself by enhancing the quality of our employees, their pride in our business and the quality of work we turn out of our shop."

If shops are resistant to spend money on training, Richardson says, "You better change your mind because the insurance companies are going to mandate it, and the shops without DRPs aren't going to make it much longer."

Richardson also spoke highly of Martin Senour Training Supervisor Mike Pellet, "Mike does a great job of keeping the class involved and getting everyone to understand exactly what he's talking about. He's very knowledgeable and it's obvious he loves what he does."

Richard Rhoades, Perfection One Collision Center, Circleville, Ohio

President and owner of Perfection One Collision Center in Circleville, Ohio, Richard Rhoades started utilizing Martin Senour's training classes five years ago and says the reason he sent his employees to training was simple.

"Lack of education can cost you money," Rhoades says. "We're in business to make money, so why not use all the tools available to you to increase your knowledge and productivity?"

As a testament to Rhoades' dedication to training, Perfection One is I-CAR Gold certified and Rhoades has four Master ASE-certified technicians on his staff. All of his staff attends Martin Senour training every two years, and sooner if changes in product or application techniques demand it.

"Product knowledge and training in proper application techniques gives you a more consistent product," Rhoades says. "And when you have that, you'll make more money because you won't be handling as many re-dos and wasting materials."

A View from the Supplier's Counter

Wayland Webb, Barron Service Parts,
Odessa, Texas

"Training is the key to selling, and definitely the key to maintaining paint business," says Wayland Webb, PBE Sales Manager for the 16-store Barron Service Parts, Inc. chain in and around Odessa, Texas.

Of Barron's 100-plus employees, Webb says 90 percent have been to training. In fact, 85 percent of those in their first year at Barron's have already been to at least one training class—whether in-store, or at one of Martin Senour's Training Centers. The two new stores Barron opened since June of 2003 have already had in-store training, and one employee from each store has attended a Training Center for classes.

"The money spent ... pays for itself by enhancing the quality of our employees, their pride in our business and the quality of work we turn out of our shop."

"It's for everybody—from our countermen to our drivers. We want to keep everybody fresh because this is a very technical business," he says. "The paint business is very different from the auto parts side of it. The shops have so much more at stake in changing a paint supplier. They demand a very high level of confidence in their supplier. It doesn't matter how well they like you or how well you service them, if you don't know what you're talking about, you're going to lose the business."

Webb says that the Jobber Class and technical classes are "must haves" for employees, as are Color Adjustment and Blending and Painter Certification. Still others are sent to the Fleet classes, Crossfire Training and Color Dominator classes.

Just over five years ago, when Barron's decided to get into the automotive paint market, Webb says he attended a four-day Color Adjustment and Blending course. While he had some automotive paint experience from earlier in his career, he wasn't ashamed to admit he was a bit rusty in his knowledge of current products, techniques and processes.

"After that class, not only could I 'talk the talk,' I had a better knowledge of what goes on in the body shop business from a painter's standpoint," he says.

For more information about Martin Senour Automotive Finishes training classes, speak with your local sales representative, or drop by <http://www.martinsenour-autopaint.com/> for a list of training courses and Training Centers.

NAPA AUTO PARTS/MARTIN SENOUR-SPONSORED CHEVROLET MAINTAINS TOP 10 IN NASCAR SERIES

Dale Earnhardt Inc. Driver Michael Waltrip Racing to Personal Best Season

Dale Earnhardt, Inc. driver Michael Waltrip, piloting NAPA Auto Parts/Martin Senour-sponsored No. 15, is on course for a personal best season in the overall Winston Cup Series.

Bolstered by a series opening win at the Daytona 500 and 10 top-10 finishes (seven of those in the top 5) in the first 25 races of the 2003 series, Waltrip has been able to stay in the top 10 for the overall series. Waltrip's previous season bests were 12th place finishes in 1994 and 1995.

After the Sharpie 500 at Bristol Motor Speedway, Waltrip had 2960 points, 632 points behind the leader Matt Kenseth, piloting No. 17, in the Winston Cup Series. Waltrip's winnings stand in excess of \$3.5 million for the season, which is just over \$400,000 more than Kenseth has earned.



No. 15, Michael Waltrip Race Results

Race	Track	Place
Daytona 500	Daytona International Speedway	1
Subway 400	North Carolina Speedway	19
UAW-DaimlerChrysler 400	Las Vegas Motor Speedway	3
Atlanta 500	Atlanta Motor Speedway	27
Carolina Dodge Dealers 400	Darlington Raceway	5
Food City 500	Bristol Motor Speedway	25
Samsung/Radio Shack 500	Texas Motor Speedway	17
Aaron's 499	Talladega Superspeedway	24
Virginia 500	Martinsville Speedway	23
Auto Club 500	California Speedway	7
Pontiac Excitement 400	Richmond International Speedway	12
The Winston	Lowe's Motor Speedway	5
Coca Cola 600	Lowe's Motor Speedway	6
MBNA Armed Forces	Dover International Speedway	16
Family 400/Pocono 500	Pocono Raceway	18
Sirius 400	Michigan International Speedway	5
Dodge SaveMart 350	Infineon Raceway	13
Pepsi 400	Daytona International Speedway	11
Tropicana 400	Chicagoland Speedway	5
New England 300	New Hampshire Int'l Speedway	28
Pennsylvania 500	Pocono Raceway	4
Brickyard 400	Indianapolis Motor Speedway	16
Sirius at the Glen	Watkins Glen International	13
GFS Marketplace 400	Michigan International Speedway	7
Sharpie 500	Bristol Motor Speedway	42



What's New!

Martin Senour Automotive Finishes'

New Paint Performance Guarantee Programs

Supporting Collision Repair Facilities Through Quality Assurance

At Martin Senour Automotive Finishes, we understand the hard work and dedication you put into winning customer loyalty by providing high quality repair work and using superior refinishing products. Now you can top off your quality service with one of the best customer satisfaction tools available—a guaranty from Martin Senour Automotive Finishes.

Martin Senour is proud to announce the new TEC Lifetime™ and TEC Five Year Guarantee programs designed to support NAPA/Martin Senour shops. These special guarantee programs offer shops a variety of options, all designed to support their work when using the Martin Senour premium undercoat system in combination with either the Tec/SYSTEM® and Tec/BASE® basecoat/clearcoat system or Tec/ONE™ single-stage system.



These guarantee programs provide, in writing, the performance of our products against covered defects when applied properly in accordance with the terms of the chosen program.



The Martin Senour guaranty program you choose provides your shop with these important benefits:

- In-depth training and support for your paint technicians.** Technicians are instructed and updated with the latest technical information on surface preparation, mixing, and spot and panel repair techniques. Depending on the guaranty program you choose, training is conducted at your shop, or at one of Martin Senour's six nationally-recognized training facilities.
- Marketing tools to promote your shop's guarantee:**
 - Guaranty program presentation folders
 - Vehicle repair reports
 - Customer guaranty brochures
- Increased customer confidence and loyalty—**Your customers can be assured that you are using quality products that let you stand behind all of your refinish work. It is truly a world of support, for both performance and service, from Martin Senour.

For more information on Martin Senour's new TEC Lifetime and TEC Five Year Guarantee programs, contact your local Martin Senour Sales Representative.

	TEC Lifetime	TEC Five Year™
Covered systems and specified time period when used with Martin Senour Undercoat System	Lifetime—Tec/SYSTEM® 5 yrs—Tec/ONE™	5 yrs—Tec/ONE™ 5 yrs—Tec/ONE™
Covered Defects	Failures on OE flexible plastic parts, peeling, cracking, crazing, extensive loss of gloss, color fading and moisture blistering.	Peeling, cracking, crazing, extensive loss of gloss, color fading and moisture blistering.
Refinisher Certification	Required every two years at a Martin Senour training facility.	Required every two years at applicable training center or by field certification from Martin Senour Tech Rep.
Shop Qualification	Completes and passes annual shop audit according to specifications listed within guaranty program.	Completes and passes annual shop audit according to specifications listed within guaranty program.
Support Materials	Customer brochures/flyers and shop and technician certificates. 	Customer brochures/flyers and shop and technician certificates. 



www.martinsenour-autopaint.com

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