

What you need to do to get started.

Wholesale

1. Meeting with dealership staff to discuss business opportunity, rollout process of new services, and roles and responsibilities of dealer staff.
2. Determine a location for your DCCR department.
3. Work with your DuPont or Jobber representative to complete an audit to determine and order the correct supplies, products and equipment needs for your operation.
4. Prepare technician safety equipment.
5. Comply with all local and federal safety, fire and stewardship regulations for your business.
6. Establish operating codes for cosmetic department.
7. Determine the appropriate number of technicians based on your cosmetic needs and hire necessary technicians.
8. Schedule technician technical training.
9. Establish a process flow for wholesale cosmetic work, including interactions between collision, detail, used car, mechanical and service drives.
10. Determine your wholesale pricing.
11. Set up a scheduling system.
12. Have technicians complete the DuPont Cosmetic Technical Training.
13. Communicate with current cosmetic vendors and begin phasing in cosmetic repair types.
14. DuPont and Jobber representative coaching available for first week to handle technical concerns.

Retail

1. Determine the number of additional technicians needed.
2. Determine the process flow for retail vehicles, including interactions between collision, detail, used cars, mechanical and service drives.
3. Set up a scheduling system.
4. Determine pricing for retail cosmetic work.
5. Have technicians complete the DuPont Cosmetic Technical Training.
6. Have service writers complete the DuPont Cosmetic Sales and Estimating Training.
7. Utilize DuPont Cosmetic Car Repair marketing and promotional materials.
8. Begin selling repair types on service drive.

DuPont Cosmetic Car Repair is the easy way to keep up appearances on your vehicle. We'll fix the bumps and bruises from life on the road in about a day, at prices you can afford, using products and processes from DuPont – a name you can trust when it comes to cars.

Contact us today!





The easy way to make dents, scratches, chips, curb rashes, gouges, scrapes, bumps, scuffs, dimples, abrasions, rust, cuts, fads, fading, oxidation, ding, uh-on's, uh-no's, and other mishaps disappear and have your car look like it just rolled off the showroom floor.

DuPont™  
**Cosmetic  
Car Repair**  
make your car look like new again



Half of all vehicles on the road with 15,000 miles or more have noticeable cosmetic damage.

DuPont Cosmetic Car Repair (DCCR) is a new offering from the auto experts at DuPont. DCCR helps you to restore used vehicles to near showroom condition – whether they're in your wholesale inventory or belong to your customers.

This means that you'll take out costs by eliminating sublet vendors, and improve quality. By offering your retail customers this new service, it's another reason for them to visit, experience the dealership and renew relationships. Just as important, it's a new revenue stream.

In one to three hours, your technicians can complete micro paint repairs, fix chips and scratches, wheels and light covers – a facelift for aging vehicles, using patented DuPont technology you can trust.

When it comes to retail, new revenue from DCCR results from low overhead. Existing assets and lower skill technicians can generally be utilized. Shop requirements are simple and take much less space than traditional body shop services. DuPont offers a comprehensive business process and a turnkey system to launch your new cosmetic repair department.

Eliminate costly vendors. Please your customers. Put the power of DuPont's automotive expertise to work for you in a whole new way.

## Refurbish, repair and renew worn vehicles to like new condition in just a few hours



### DuPont offers solutions for most common repairs:

- Paint chips
- Scratches and scuffs
- Scraped wheels
- Yellowed or oxidized light covers



### DuPont helps you create a new profit center:

DCCR is not just a set of tools or products – it's an entire business process

### DuPont recommends launching your new department with pre-owned or auction vehicles:

Taking cosmetic repairs in-house with DuPont products and support removes the risk of using outside vendors and lowers your vehicle preparation costs.



You control the quality. Repairs take place in a dedicated work area with appropriate safety measures. A body shop isn't necessary. One stall does it all.



DuPont's comprehensive technical training delivers a complete skill set for cosmetic work, including the subtleties of keeping small jobs small to save on materials cost. Training is optimized for the experience of the technician.

Once your cosmetic repair department is operating on the wholesale side, you'll be ready to expand into retail cosmetic car services.

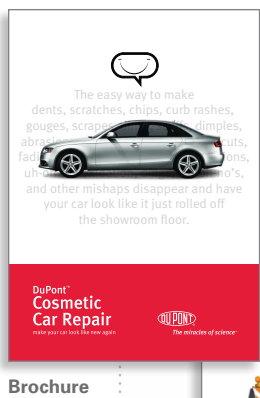
DuPont will teach your staff how to sell cosmetic car repair to consumers using simple, menu-based pricing; it's as easy as ordering a value meal from a fast food restaurant. You're helping customers make their personal cars look better, restoring the value of their second most expensive asset, helping avoid an insurance claim or preparing a leased car to be turned in. Typically, consumers do not make these repairs. Your new services create a new market space – and a customer for life for your dealership.

## The DuPont Cosmetic Car Repair System

A comprehensive system of products, training and processes gives you the tools to create a new cosmetic repair department for your dealership.

### DuPont provides:

- Repair products for micro paint, chips, wheels and light covers in a specialized cabinet
- Technical, business and marketing processes
- Equipment / recommendations
- IT-based productivity tools
- Technical training
- Sales training
- Retail marketing materials

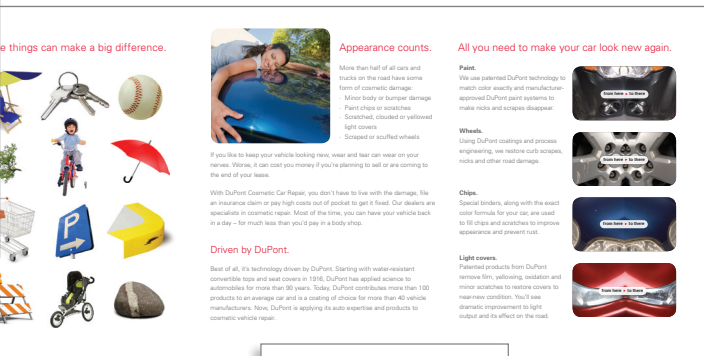


Brochure

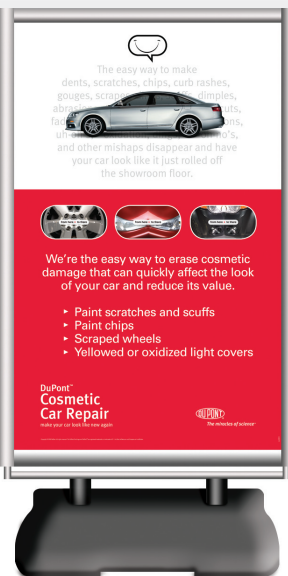


Indoor Posters

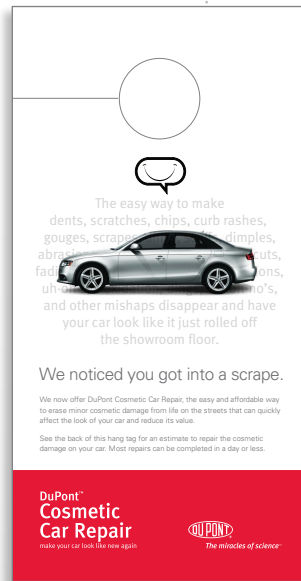
## Sales and Marketing Materials



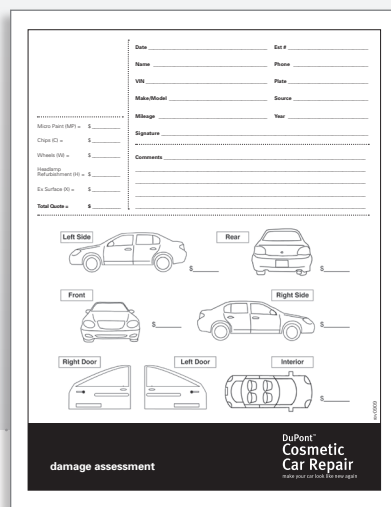
Email Campaign



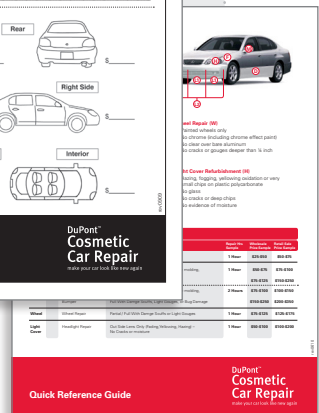
Outdoor Sign



Hang Tag



Damage Assessment



Quick Reference Guide

## Technical Training

The Technical Course will provide information, knowledge and skills to participants on how to use DCCR products and specially designed processes and techniques for chip, micro paint (aka small damage), wheel repair and light cover refurbishment. This class includes classroom theory, but is dominated by hands-on practical work.

## Sales and Estimator Training

Participants will review definitions and types of cosmetic repairs, learn which cosmetic repairs can be completed successfully, and observe each repair process. They will understand customer types, needs, features and benefits, how to sell cosmetic repairs. As well as, analyze how to sell cosmetic repairs and how to handle objections.

## IT Productivity Tools

DuPont™ mColorQuick is a simple-to-use mobile color formula retrieval tool. A technician will be able to mix exact quantities needed for small repairs – ¼ ounce up to 1 pint. Solvent or waterborne formulas are given in 1/100 gram increments for precision. Both Popular Color Position (PCP) and variant formulas are available.

The DuPont™ mReCon™ software estimating tool allows a service writer to estimate jobs right on the drive. Its Vehicle Identification Number (VIN) decoder automatically pre-populates vehicle year, make and model on your estimates. mReCon provides easy accurate estimates of multiple repair types including paint, wheel, headlight, PDR, interior, glass and detail, with customizable menu-driven pricing. You'll even be able to capture an approval signature from the device when approving or invoicing work.

