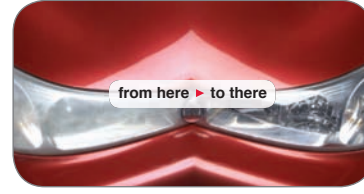
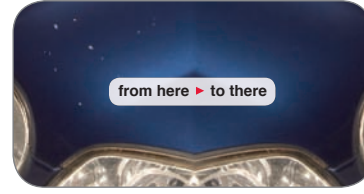


Refurbish, repair and renew worn vehicles to like new condition in just a few hours



DuPont offers solutions for most common cosmetic repairs:

- Paint chips
- Paint 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 processes 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 full body shop isn't required, with the DuPont process, 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 repairs 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 that gives you the tools to create a new cosmetic repair department at your dealership or collision center.

DuPont provides:

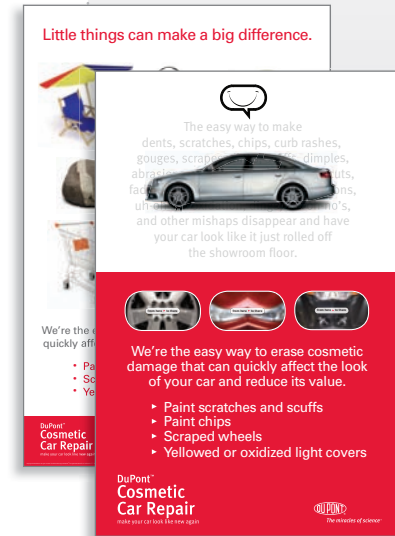
- Repair products for micro paint, chips, wheels and light covers in a specialized cabinet
- Equipment / recommendations
- Mobile color retrieval
- Technical processes and training
- Implementation training
- Selling and damage analysis training
- Retail marketing materials



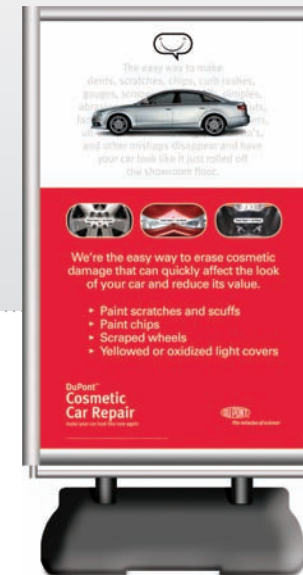
Brochure



Sales Booklet

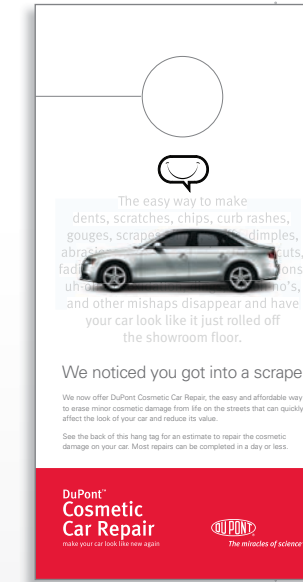


Indoor Posters

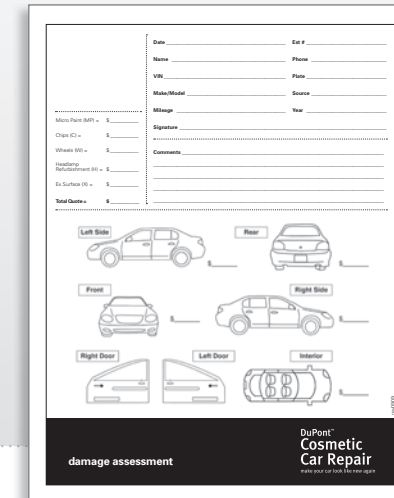


Outdoor Sign

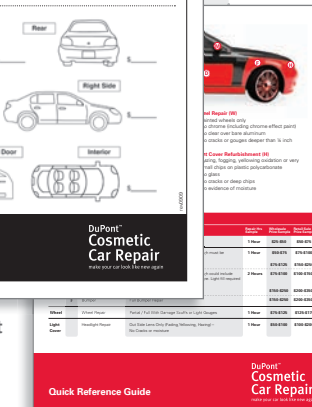
Sales and Marketing Materials



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.

Implementation Training

This on-line training tool will guide you through the process of setting up a cosmetic department in your dealership or collision center covering every aspect of the process, from preparing the physical workspace to spreading the word about your program to your community. It is intended to share with you ideas for commencing your DCCR department, share with you what DuPont has learned from other dealerships and shops that have implemented a DCCR department, and help you with frequently asked questions and concerns that may arise during your implementation process.

Selling and Damage Analysis Training

Participants will review the different types of cosmetic repairs, where they can be completed successfully and how to sell these services using the Advisory Selling Process. They will study how to perform a vehicle needs analysis, create and present a damage analysis, ask and answer questions, overcome objections, and close and schedule the repair order.

Mobile Color Retrieval

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.

