



## **ChipGuard™, by Colors on Parade, Generates Income and Happy Customers for Dealerships Across the Nation**

*Conway, SC, January 2, 2015:* The very first paint chip on new car is an emotional event. That perfect automobile now has a blemish, and every new car owner wants it fixed. Colors on Parade has introduced a solution that not only keeps those customers happy but generates an additional income source for dealership owners. The ChipGuard™ paint chip protection program is launching nationally January 2015.

ChipGuard™, by Colors on Parade, is a paint chip protection program that includes paint chip service, Nano Edge Door Guards, service agreements, and promotional materials. This is a turnkey program developed to create income in dealerships and provide additional benefits to customers. New cars are preloaded with Nano Edge Door Guards and purchasers receive a free paint chip service agreement. The service program includes promotional materials to help dealerships, online registration forms and onsite paint chip service provided by Colors on Parade.

The potential benefit to automotive dealerships is outstanding. Through pilot tests over the past year, participating dealerships have increased income by over \$10,000 from the ChipGuard™ system. In addition to that income, dealerships have seen an increase in up sale in their service center and a return customer base.

*“ChipGuard™ has made a huge impact on our bottom line, says Will Shuping, Honda of Columbia. Our customers love the peace of mind. They are also on our lot more often which leads to more service work. Colors on Parade has been a great partner. They provide quality work, great customer service and a fantastic product.”*

Colors on Parade's Nano Door Guard Technology protects the door edges of car owners and those parked close by with a nearly invisible stripping applied to the inside and outside edges of ChipGuard™ program cars. An advanced application process developed by Colors on Parade's research and development team ensures an air tight fit and lifetime warranty on all Nano Door Guards.

All vehicles enrolled in the ChipGuard™ program receive a minimum one year paint chip touch up service. Repairs for paint chips are provided by national certified Colors on Parade technicians. Service contracts and program coordination is managed by Colors on Parade with customizable packages available to dealerships as requested.

### ***About Colors on Parade***

*Colors on Parade was founded in 1988 by Robert Lowery to service the automotive industry with body shop quality repairs from a mobile unit. The company originated in Conway, S.C., and has since expanded, with franchises in 31 states. Colors on Parade uses patented eco-friendly technologies to provide mobile onsite auto repair services at any location including a client's home or work. The services include the repair of paint scratches, scrapes, dents and dings, as well as offer paintless dent repair. Its customer base includes car dealerships, fleet owners, rental car agencies, body shops and individual vehicle owners.*

*For more information about Colors on Parade, visit [www.colorsonparade.com](http://www.colorsonparade.com).*

*For more information on the ChipGuard™ program, please visit [www.colorsonparade.com/chipguard/](http://www.colorsonparade.com/chipguard/)*

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