



## NEWS RELEASE

### NATIONAL FRANCHISE TO HOLD ANNUAL CONFERENCE IN IRVINE CALIFORNIA

**IRVINE, CA., February 1, 2017-** Colors On Parade will be hosting their National Conference in Irvine, CA on February 9-11<sup>th</sup>. There are expected to be 250 people in attendance, including Area Developers, Franchisees, employees and international representatives.

The National Convention will serve as the end of year celebration and training meeting for the entire Colors On Parade system. Colors will also be releasing their CarLove Recon Advantage Program, which will increase profitability and provide new growth opportunities for 2017.

Colors on Parade uses 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.

The conference will feature experienced speakers, generalized training and certifications, along with new software and technologies available for vendors. Moving forward into the New Year, Colors on Parade has committed to work with Children's hospitals and Ronald McDonald Houses across the US by repairing cars for patient families and volunteers. Ecosmart repairs will still remain a vital part of what Colors represents, and will continue to be incorporated as the CarLove Recon Advantage Program rolls out across the U.S.

"2016 was a huge growth year for Colors On Parade. Our year end sales reached \$30 million dollars, which was a \$1.6-million-dollar increase from 2015. 2016 was by far our biggest sales year yet" said Jeff Cox, President of Colors On Parade. "We look forward to more exponential growth in 2017 with our CarLove Recon Advantage Program launching and new franchises consistently opening and expanding."

#### **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.

With more than 25 years of experience and 250 operating franchises across the U.S., Colors on

Parade is consistently ranked by *Entrepreneur* magazine as one of the nation's top automobile franchise systems. The company's extensive training and certification process allows new franchisees to provide customer services safely onsite while using a specialized process. Franchise opportunities still remain available throughout the United States. Information about franchising opportunities can be found at <http://www.colorsonparade.com/franchise-opportunities/>.

For more information about Colors on Parade, visit [www.colorsonparade.com](http://www.colorsonparade.com) or call 1-800-7COLORS.

###

**For More Information, Contact:**

Jordan Hernandez, (336) 803-1670/ [jordan.hernandez@colorsonparade.com](mailto:jordan.hernandez@colorsonparade.com)

[Photos, B-Roll and Interviews available upon request](#)