



## NEWS RELEASE

### **COLORS ON PARADE HOSTS TRAINING IN DENVER FOR NEW CARLOVE RECON ADVANTAGE AREAS**

**CONWAY, S.C., June 1, 2017** – [Colors On Parade](#) will be hosting a training class for their new CarLove Recon Advantage Program in Denver, CO from June 5-7, 2017. Colors On Parade originally launched CarLove Recon Advantage at NADA in January of this year, but will now be rolling out the program in five different market areas led by Area Developers within the company.

The Area Developers in attendance will attend the training in order to become certified with the program, and will bring CarLove to their own home areas in: Raleigh, NC, Orange County, CA, Colorado Springs, CO, and Southeastern Philadelphia, in addition to the existing Denver, CO area. CarLove Recon Advantage encompasses a master vendor program allowing dealerships to streamline their reconditioning processes.

Colors on Parade has been servicing the reconditioning needs of dealership fleets and retail customers for over 25 years, offering paint, non paint and interior repairs. Using these services, they have over 250 locations, and one international location. Colors on Parade is launching this program in response to needs vocalized by the dealership community with the hope to increase their current base of 1,500 dealerships across the United States.

The CarLove Recon Advantage Program is designed to simplify processes, eliminate risks and fix costs for dealership groups. Certified technicians provide consistent quality repairs, while corporate support provides consistent pricing and centralized business services. The program can turn reconditioning into a profit center. Other benefits of the program include: vendor simplicity, with the usage of preferred vendors providing daily service with centralized management and billing.

With technicians onsite daily, vehicles can be reconditioned as soon as they are cleared through mechanical. With the addition of workflow software, all vehicles can be monitored through the recon process with analytics provided to the dealership. CarLove takes into account projects through the Service Drive and additional profit centers like protection programs.

“We expect this program to decrease cycle time, eliminate employee costs and increase profits. Our expectation is to serve a wider range of customers who will benefit from a program like this at their local dealership,” said Jeff Cox, president of Colors On Parade.

“We have taken our 25 years of experience and expertise and repackaged it to make the life of a general manager much simpler.”

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/>.

### **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 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) or call 1-800-7COLORS.

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Photos, B-Roll and Interviews available upon request