



NEWS RELEASE

COLORS ON PARADE LAUNCHES CARLOVE PROGRAM NATIONALLY AT NADA CONFERENCE IN NEW ORLEANS

CONWAY, S.C., November 1, 2016- Colors On Parade will be launching their CarLove Recon Advantage Program at the NADA Convention in New Orleans on January 26-29th, 2017. CarLove Recon encompasses a master vendor program allowing dealerships to streamline their reconditioning processes. This program has been tested in large markets across the U.S. including Houston and Denver.

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 or call 1-800-7COLORS.

###

For More Information, Contact:

Jordan Hernandez, (336) 803-1670/ jordan.hernandez@colorsonparade.com
[Photos, B-Roll and Interviews available upon request](#)